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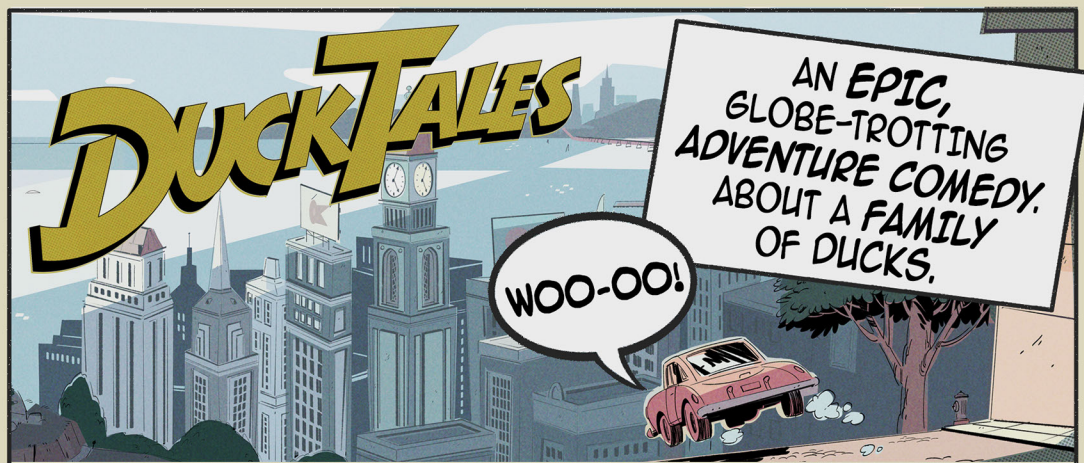
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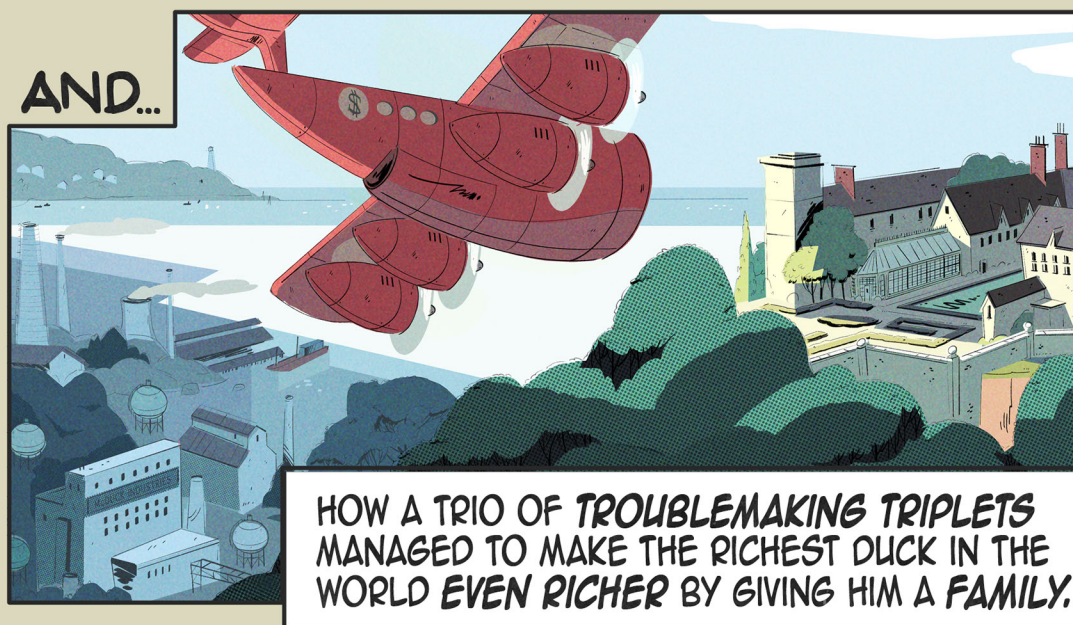
# DUCK TALES







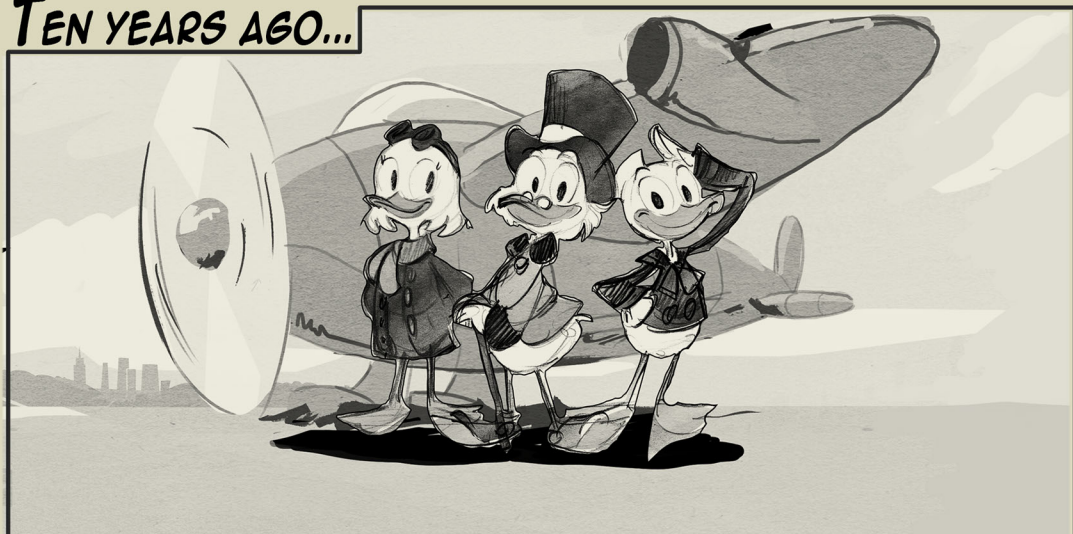
**IN THE FINE FAMILY ADVENTURE TRADITION OF *THE INCREDIBLES* AND *INDIANA JONES*, AND ENSEMBLE FAMILY COMEDIES LIKE "MODERN FAMILY," AND "ARRESTED DEVELOPMENT," THESE ARE THE TALES OF THE DUCK FAMILY OF DUCKBURG**





# LIFE IS LIKE A HURRICANE: THE STORY

TEN YEARS AGO...



TRILLIONAIRE ENTREPRENEUR AND PROFESSIONAL ADVENTURER **SCROOGE MCDUCK**, WENT ON DANGEROUS, STUPID, GLORIOUS ADVENTURES WITH HIS NEPHEW **DONALD** AND NIECE **DELLA**, AND EVERYTHING WAS AMAZING.



THEN...

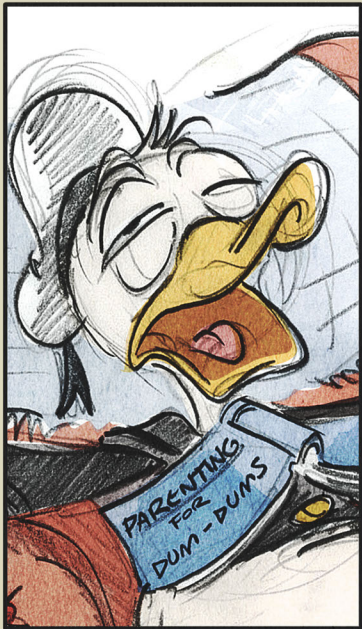
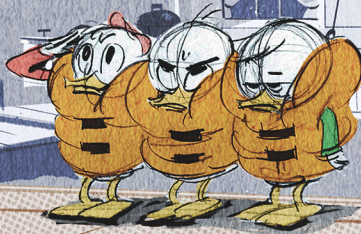
...FOR REASONS UNKNOWN TO THE REST OF THE FAMILY...

...IT ALL STOPPED.



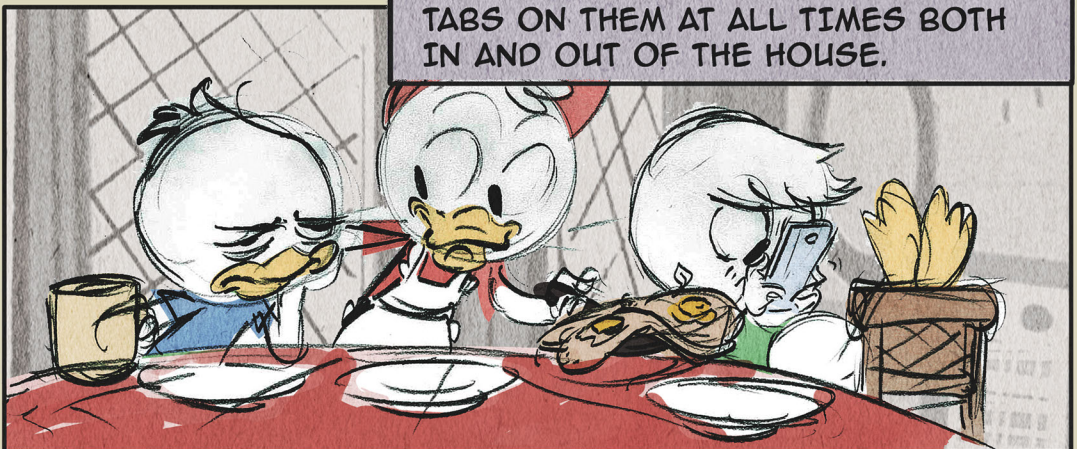
# TODAY...

DELLA'S KIDS, HUEY, DEWEY,  
AND LOUIE, LIVE WITH THEIR  
**OVERPROTECTIVE, RISK-AVERSE**  
UNCLE DONALD.

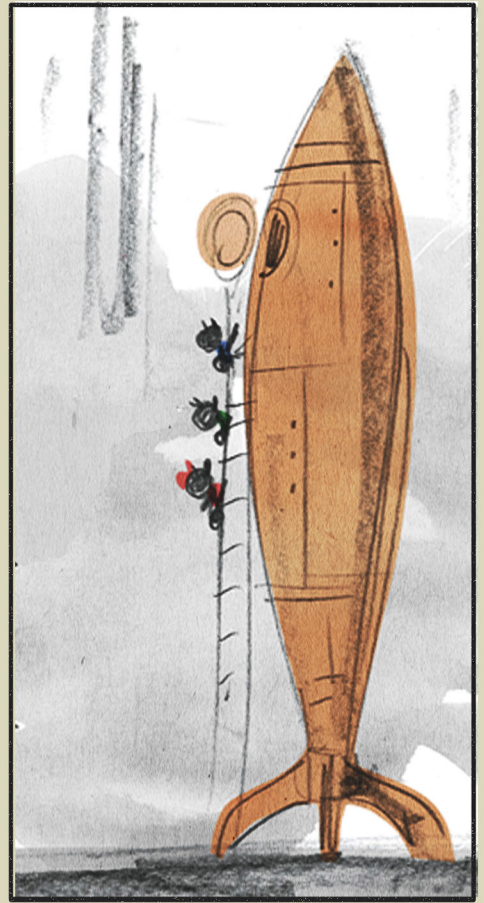
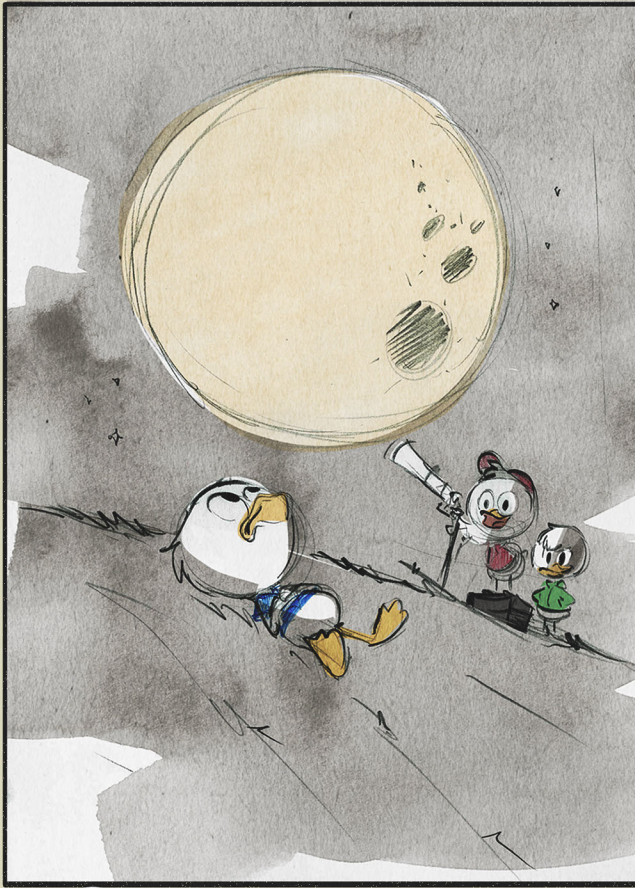


THEY DON'T BOTHER HIM WITH QUESTIONS ABOUT THE OLD DAYS, OR THEIR MOM, OR THEIR FAMILY. BUT AFTER DONALD GOES TO BED, THEY SHARE RUMORS THEY'VE HEARD ABOUT THE INSANE ACTS OF DERRING-DO THAT CRAZY OLD RICH MAN UP ON THE HILL HAS PERFORMED, COMPLETELY UNAWARE THAT THEY'RE THE **HEIRS TO A LEGACY OF ADVENTURE.**

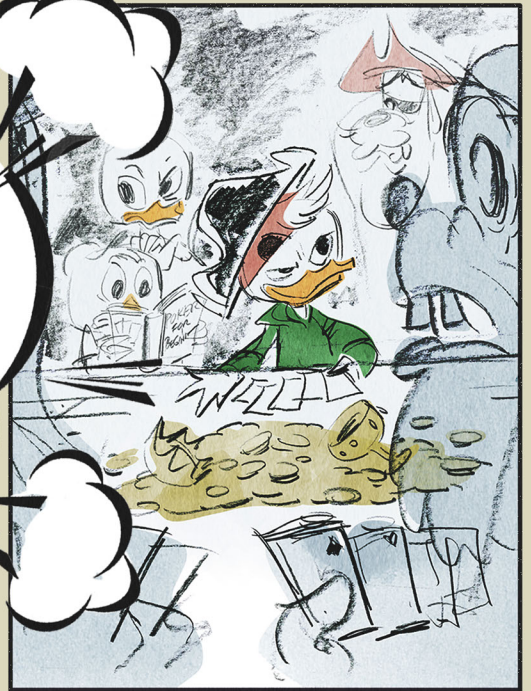
THE BOYS ARE ITCHING FOR EXCITEMENT, BUT ARE CONSTANTLY UNDER THE WATCHFUL EYE OF "HELICOPTER PARENT" DONALD, WHO DOES HIS BEST TO KEEP CLOSE TABS ON THEM AT ALL TIMES BOTH IN AND OUT OF THE HOUSE.







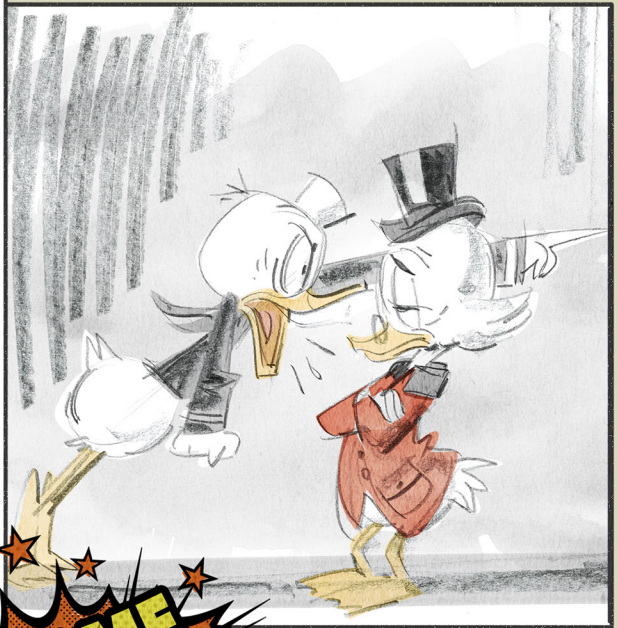
SO HUEY, DEWEY,  
AND LOUIE TEND TO "ACT  
OUT" A LITTLE BIT. BOYS  
WILL BE BOYS, RIGHT?  
YOU CAN'T PROVE THEY HAD  
ANYTHING TO DO WITH THAT  
EXPLOSION. EVEN IF YOU  
COULD, THEY'D BE TRIED  
AS MINORS.





EVER SINCE SCROOGE AND DONALD'S FALLING OUT, SCROOGE HAS HUNG UP HIS ADVENTURING TOP HAT AND DONNED THE SPATS OF CORPORATE RESPONSIBILITY.

A DUCK OF HIS AGE AND STATURE CAN'T GO TRAIPSING ABOUT GETTING INTO TROUBLE AND SWIMMING IN HIS SWEET, SWEET MONEY BIN. AT LEAST THAT'S WHAT HE (AND HIS BOARD OF DIRECTORS) KEEPS TELLING HIMSELF. HE'S GOT INVESTORS TO REPORT TO AND MEETINGS TO ATTEND AND CONTRACTS TO REVIEW AND...



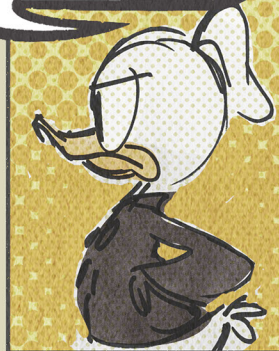
**CURSE ME KILTS** IS SCROOGE BORED.

SCROOGE IS IN A RUT AND HIS STANDOFFISH NATURE HAS EARNED HIM A REPUTATION AS A BIT OF A MISER, EVEN WITH HIS FAITHFUL HOUSEKEEPER **MRS. BEAKLEY** AND HER EVER-EAGER, STUDIOUS GRANDDAUGHTER **WEBBY**. SCROOGE NEEDS SOMETHING, SOMEONE, **SOMEONES**, TO SHAKE HIM OUT OF HIS FUNK AND HELP HIM TURN EVERY DAY INTO AN ADVENTURE!

I MEAN, THEY'RE JUST A COUPLE OF KIDS AND AN OLD MAN.

HOW MUCH TROUBLE COULD THEY POSSIBLY GET INTO?

...RIGHT?



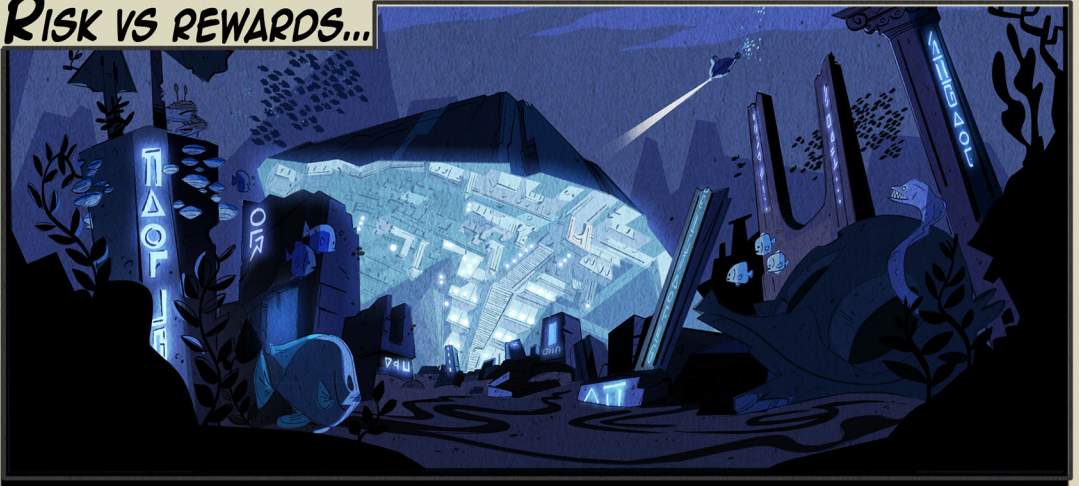
**SO...** WHEN A LAST-MINUTE EMERGENCY FORCES DONALD TO LEAVE THE BOYS WITH THEIR UNCLE SCROOGE - HIS **ABSOLUTELY, POSITIVELY, LASTEST OF THE LAST-DITCH** BABYSITTING OPTION - A GOLDEN OPPORTUNITY SEEMS TO PRESENT ITSELF FOR SCROOGE AND HIS CLAN. BUT DONALD CONVINCES HIMSELF NOT TO WORRY.



# SOLVING MYSTERIES: THE THEMES

PART. I

RISK VS REWARDS...



THIS IS A SHOW ABOUT RISK VS. REWARD. ABOUT THE AMAZING THINGS THAT CAN HAPPEN WHEN YOU'RE WILLING TO TAKE A CHANCE. ABOUT LEARNING WHAT THINGS ARE REALLY VALUABLE TO YOU. IN THE END, THIS IS THE STORY OF A FAMILY BEING PUSHED BY THE WORLD'S RISKIEST DUCK TO TAKE BIG, CRAZY, WILD CHANCES WHILE DISCOVERING THE THINGS THEY'RE NOT WILLING TO RISK. SCROOGE, A MULTI-MULTI-TRILLIONAIRE MANY TIMES OVER, IS OUR VEHICLE TO GO ON ANY ADVENTURE WE CHOOSE. HE'S GOT THE CURIOSITY, THE LIMITLESS RESOURCES AND THE UNMATCHED SENSE OF BRAVADO TO GO ANYWHERE AND TRY ANYTHING.

SCROOGE, A MULTI-MULTI-TRILLIONAIRE MANY TIMES OVER, IS OUR VEHICLE TO GO ON ANY ADVENTURE WE CHOOSE. HE'S GOT THE CURIOSITY, THE LIMITLESS RESOURCES AND THE UNMATCHED SENSE OF BRAVADO TO GO ANYWHERE AND TRY ANYTHING.

ULTIMATELY, WHAT WE'D LIKE TO CAPTURE WITH DUCKTALES IS THE NOTION THAT THE WORLD IS AN EXCITING PLACE, FILLED WITH MYSTERIES, SECRETS, AND REWARDS IF YOU HAVE THE OPTIMISTIC, CAN-DO CHUTZPAH TO GO OUT AND SEEK THEM. THROUGH THEIR ESCAPADES OUR HEROES WILL ALSO FIND HIDDEN VALUE IN THEIR FAMILY AND IN THE WORLD AT LARGE. THEY WILL LEARN WHAT SCROOGE KNOWS INNATELY: WITH GREAT RISK THERE IS GREAT REWARD, AND WITH WILL-POWER THERE IS GROWTH.



**AS SUCH...** EACH CHARACTER HAS A UNIQUE RELATIONSHIP TO THAT NOTION OF RISK.

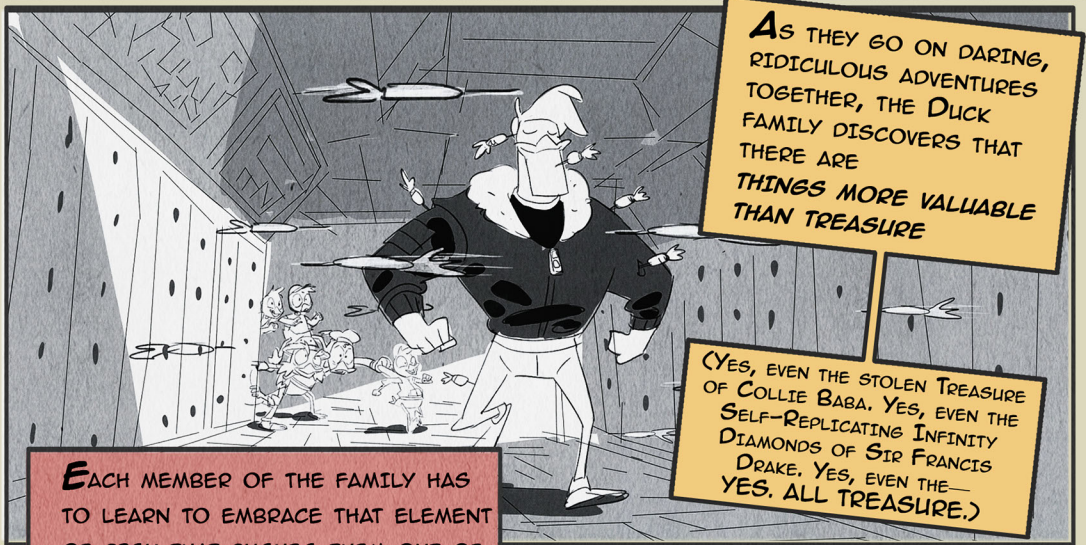
-THE BOYS AND WEBBY ARE **HUNGRY FOR IT** BECAUSE THEY'VE NEVER TRULY EXPERIENCED IT AND ARE UNAWARE OF THE DANGER IT MIGHT BRING.

- DONALD **AVOIDS RISK** AT ALL COSTS BECAUSE HE KNOWS THE TROUBLE IT CAN CAUSE WHEN IT BLOWS UP IN YOUR FACE (AS IT SO OFTEN DOES FOR DONALD), BUT THAT'S PREVENTED HIM FROM LIVING HIS LIFE TO THE FULLEST.

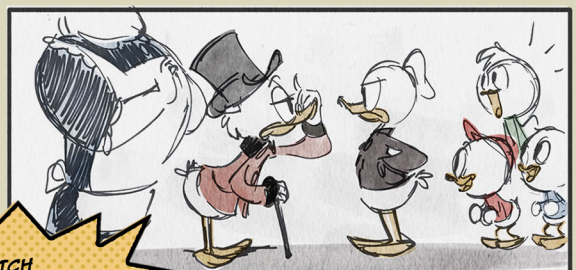
- LAUNCHPAD FACES RISK SO OFTEN THAT HE'S **OBLIVIOUS** TO IT.

-GLOMGOLD WILL NEVER BEAT **SCROOGE** BECAUSE HE'S ALWAYS WAITING FOR HIS RIVAL TO TAKE THE FIRST RISK AND THEN ATTEMPT TO **COPY** HIS SUCCESS.

-AND **SCROOGE'S** FORTUNE WAS BORN OF HIS WILLINGNESS TO **RISK EVERYTHING** FOR THE SAKE OF THE BIGGEST REWARD POSSIBLE. BUT THAT EXTREME DEVIL-MAY-CARE ATTITUDE HAS A TENDENCY TO CAUSE FRICTION BETWEEN **SCROOGE** AND THE INVESTORS, EMPLOYEES, AND FAMILY. **SCROOGE** IS GOING TO HAVE TO LEARN THAT THERE ARE SOME THINGS IN LIFE EVEN HE'S NOT WILLING TO RISK.



**E**ACH MEMBER OF THE FAMILY HAS TO LEARN TO EMBRACE THAT ELEMENT OF RISK THAT PUSHES THEM OUT OF THEIR COMFORT ZONE WHILE ALSO **DISCOVERING THE THINGS MOST IMPORTANT TO THEM.** IT'S NOT ENOUGH TO BE WILLING TO RISK EVERYTHING; YOU ALSO HAVE TO KNOW **WHO** YOU'RE WILLING TO RISK EVERYTHING FOR.



WHICH  
LEADS TO OUR OTHER  
MAIN THEME...



# SOLVING MYSTERIES: THE THEMES

PART. 2

## FAMILY IS THE GREATEST ADVENTURE



AT ITS CORE, OUR VERSION OF DUCKTALES IS A SHOW ABOUT A REMARKABLY UNIQUE FAMILY. AND LIKE EVERY FAMILY, THEY HAVE THEIR OWN HISTORY, RIVALRIES, ALLIANCES, INSIDE JOKES, WEIRD ECCENTRICITIES, AND SECRETS...SOMETIMES REALLY BIG SECRETS...BUT AT THE END OF THE DAY, THEY LOVE EACH OTHER AND WILL ALWAYS HAVE EACH OTHER'S QUACKS. ER... "BACKS." HAVE EACH OTHER'S BACKS. SORRY. NO MORE DUCK PUNS.

HUEY, DEWEY, LOUIE, AND WEBBY PROVIDE OUR ACCESS TO THE GRAND, STORIED, MYSTERIOUS, AND EXCITING WORLD OF THE DUCK FAMILY/CLAN McDUCK. LIKE ALL KIDS THEIR AGE, THEY'RE JUST STARTING TO FIGURE OUT THAT THE GROWN-UPS AROUND THEM ARE PEOPLE TOO. THEY POUR OVER LITTLE HINTS AND DETAILS OF PAST RELATIONSHIPS AND EVENTS AND PRESS THEIR EARS TO THE DOOR TO UNCOVER NEW CLUES. THE KIDS ARE EAGER NOT ONLY TO UNCOVER THE DETAILS OF THE FAMILY'S SWASHBUCKLING PAST (AND FOR SCROOGE, THAT'S A LOT OF PAST), BUT ALSO TO TAKE THEIR PLACE AS THE NEXT GENERATION OF ADVENTURERS. WHILE SCROOGE MAY BE THE CHARISMATIC VEHICLE FOR ADVENTURE, THE KIDS ARE THE PROTAGONISTS.

AND THE ONE THING THAT IS ABUNDANTLY CLEAR TO THE KIDS IS THAT THIS FAMILY NEEDS EACH OTHER.



WHATEVER ARGUING, DANGER, OR PERSONAL SPACE VIOLATIONS THEY MAY FACE (HOW CAN SUCH A BIG MANSION HAVE SO FEW WORKING BATHROOMS?!), THEY'RE WAY BETTER OFF TOGETHER THAN THEY EVER WERE APART. WITHOUT EACH OTHER, SCROOGE WOULD BE STUCK UP IN HIS MUSTY OLD BIN WITH ALL THE MONEY IN THE WORLD AND NO ONE TO SHARE IT WITH. AND DONALD WOULD STILL BE STRUGGLING TO BUSILY RAISE THE BOYS BY HIMSELF, HOLD DOWN A JOB, AND KEEP HIS LITTLE FAMILY AFLOAT (LITERALLY. THEY LIVED ON A HOUSEBOAT.) THIS FAMILY— INCLUDING WEBBY, MRS. BEAKLEY, AND LAUNCHPAD—FILLS IN EACH OTHER'S GAPS TO BECOME A FINELY-HONED ADVENTURING TEAM. IF THEY STICK TOGETHER, THERE'S NO RIVAL (PERSONAL, PROFESSIONAL, OR MYTHOLOGICAL) THESE DUCKS CAN'T FACE.

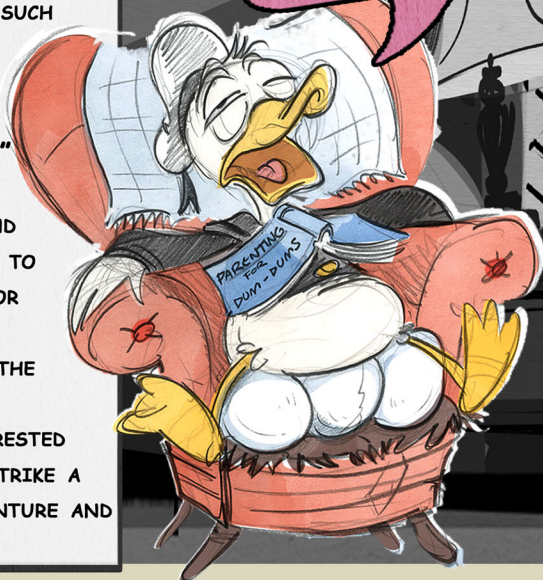
OUR GOAL IS TO TAKE THESE ICONIC FIGURES AND TURN THEM INTO REAL, RELATABLE, THREE-DIMENSIONAL CHARACTERS, WITH AN IDENTIFIABLE FAMILY DYNAMIC THAT WILL SPEAK TO MODERN VIEWERS. SURE, NOT EVERYONE KNOWS A TRILLIONAIRE ADVENTURER, TROUBLE-MAKING TRIPLETS, OR AN MI-6 TRAINED NANNY, BUT THAT RELATABILITY WILL COME FROM THE EMOTIONS AND SPECIFICITY OF THE CHARACTERS. AND THAT SPECIFICITY IS GOING TO BE CRUCIAL TO JUGGLING AND DIFFERENTIATING A SIZABLE MAIN AND RECURRING CAST WE WANT TO BUILD UP AROUND THE DUCK FAMILY.

IN OUR DESIRE TO CREATE SUCH A DYNAMIC, WE'RE LOOKING FOR INSPIRATION NOT ONLY FROM SUCH FAMILY ADVENTURE STORIES AS THE INCREDIBLES, THE INDIANA JONES FILMS, AND THE TINTIN COMICS, BUT ALSO "MODERN FAMILY," "ARRESTED DEVELOPMENT," AND "30 ROCK" TO HELP STRIKE A UNIQUE BALANCE BETWEEN

### THRILLING ADVENTURE AND OFF-BEAT ENSEMBLE COMEDY.

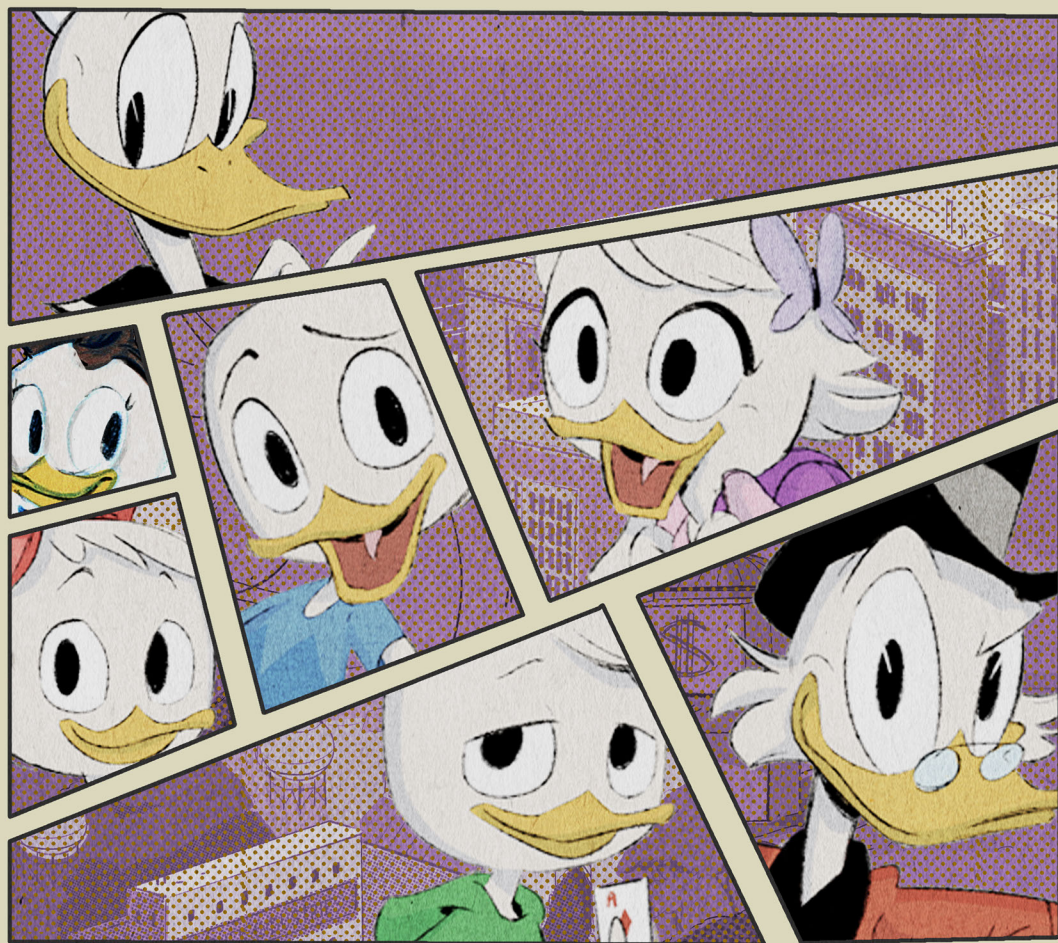
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**AN IMPORTANT CAVEAT:**  
WE WILL NEVER, EVER GET SO SCHMALTZY AS TO FLAT-OUT SAY "FAMILY IS THE GREATEST ADVENTURE OF ALL." WE HAVE, HOWEVER, TOYED WITH THE IDEA OF LAUNCHPAD CONSTANTLY TRYING TO SAY IT BEFORE BEING CUT OFF BY A CRASH OR AN AMBUSH OR A BLOW DART TO THE NECK. WHILE OUR SHOW IS INCREDIBLY SINCERE, WE SHOULD AVOID SAPPINESS AT ALL COSTS.

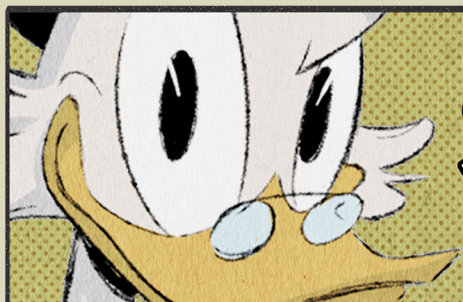




# IT'S A DUCK BLUR: THE DUCK FAMILY







# SCROOGE

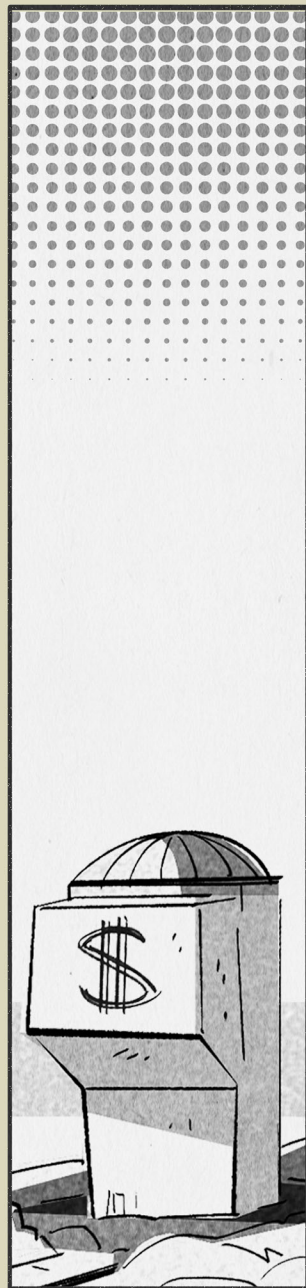
## McDuck

*(PRETTY DANG OLD)*

**T**OUGHIER THAN THE TOUGHIES, SMARTER THAN THE SMARTIES, AND HE MADE HIS MONEY SQUARE. TO THE OUTSIDER, **SCROOGE** MAY SEEM LIKE A CRAZY OLD MAN TAKING INSANE RISKS. BUT IN ACTUALITY, **SCROOGE** IS CONSTANTLY OPERATING **FIVE STEPS AHEAD** OF EVERYONE AND HE'S WILLING TO PUT IN THE ELBOW GREASE TO GET THE JOB DONE. PART **WILLY WONKA**, PART **INDIANA JONES**, **SCROOGE'S** WEALTH COMBINED WITH HIS OVERWHELMING CONFIDENCE (SOME WOULD SAY OVERCONFIDENCE) HAS BRED AN UNPREDICTABLE NATURE AND A BELIEF THAT **ANYTHING CAN HAPPEN AND EVERYTHING IS POSSIBLE IF YOU'RE WILLING TO WORK FOR IT.**

**H**IS LOVE OF MONEY ISN'T BECAUSE HE'S GREEDY; IT'S BECAUSE HE KNOWS HOW HE EARNED EVERY DOLLAR, AND EACH COIN IS A MEMENTO OF A PAST ADVENTURE. HE'S QUICK WITH A RIDICULOUS PLAN AND IS **OBSESSED** WITH ADVENTURE.

**S**CROOGES HAS BEEN AROUND A LONG TIME AND STILL DELIGHTS IN THE FACT THAT THE WORLD KEEPS COMING UP WITH NEW WAYS TO THRILL AND SURPRISE HIM. **SCROOGE** CAN'T STAND PESSIMISTS; THE QUICKEST WAY TO GET ON HIS BAD SIDE IS TO TELL HIM THAT SOMETHING CAN'T, OR SHOULDN'T, BE DONE.





ULTIMATELY, SCROOGE SUCCEEDS BECAUSE HE'S FEARLESS. HE TAKES THE RISKS NO ONE ELSE IS WILLING TO TAKE BECAUSE HE BELIEVES THAT IF HE EVER LOST IT ALL, HE COULD ROLL UP HIS SLEEVES AND MAKE IT ALL BACK IN NO TIME. BUT HIS GREATEST STRENGTH IS ALSO HIS GREATEST WEAKNESS: BEING WILLING TO RISK EVERYTHING ALSO MEANS YOU ALSO HAVE TO BE WILLING TO LOSE THE THINGS THAT MATTER MOST TO YOU.

## So... SCROOGE

HAS TRIED TO KEEP HIS FAMILY AT ARM'S LENGTH AND HIS EMPLOYEES AT A DISTANCE (HE CAN ALWAYS HIRE A NEW EMPLOYEES). BUT THAT ATTITUDE HAS CLOSED HIM OFF TO THE EXCITING WORLD OF ADVENTURE THAT HIS NEPHEWS' ARRIVAL HAS AWAKENED IN HIM.

A LIFETIME OF

## ADVENTURING

HAS LED TO A LONG, STRANGE LIST OF ACCOMPLISHMENTS. FOR INSTANCE, DID YOU KNOW SCROOGE WAS BORN IN 1867? BUT A SERIES OF VARIOUS ADVENTURE-RELATED

## INCIDENTS

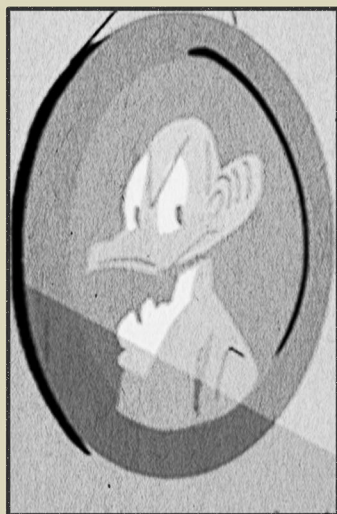
GIVES HIM THE APPEARANCE OF A SPRY 65 YEAR-OLD MAN.

THAT LONG, EPIC LIFE OF HIS ALSO MEANS HE'S GOTTEN THE BEST OF A LOT OF ENEMIES THAT WILL COME A CALLIN' NOW THAT SCROOGE IS BACK OUT INTO THE WORLD. BUT OL' SCROOGEY WAS NEVER AFRAID OF A FIGHT.



WHAT HE IS AFRAID OF, THOUGH HE'D NEVER, EVER ADMIT IT TO ANYONE, IS HIS **LEGACY**. SCROOGE COMES FROM A LONG AND STORIED LINE OF **MCDUCKS**. AND FOR ALL HIS TRAVELS, ADVENTURES, AND ACCOMPLISHMENTS, A PART OF HIM STILL FEELS THAT HE HASN'T LIVED UP TO THE FAMILY NAME. HE'S WORKED HARD HIS ENTIRE LIFE, BUT WHAT HAS HE WORKED SO HARD FOR? AFTER PARTING WAYS WITH DONALD AND DELLA, SCROOGE THREW HIMSELF FULLY INTO HIS COMPANY, BELIEVING THAT **MCDUCK ENTERPRISES** MIGHT BE THE KEY TO HIS LEGACY. BUT NOW, **REUNITED WITH HIS FAMILY**, HE'S FOUND NEW YOUTH, VITALITY, AND A SHOT AT IMMORTALITY BY PASSING HIS LOVE OF ADVENTURE DOWN TO THE KIDS.





## **PERSONAL MOTTO:**

"ADVENTURE IS THE GREATEST TREASURE OF ALL. THE FACT THAT IT LEADS TO ACTUAL TREASURE IS ALSO A MIGHTY FINE BONUS."

## **LOVES:**

THE FEELING OF GOLD DOUBLOONS BETWEEN YOUR TOES, WIPING THE SWEAT OFF YOUR BROW AFTER A HARD DAY'S WORK, DESIGNER SPATS, BAGPIPE MUSIC

## **HATES:**

NAYSAYERS, FREELoadERS, MAGIC (IT'S JUST CHEAP MUMBO JUMBO AND SUPERNATURAL SHORTCUTS! THE INCREDIBLE MUST BE EARNED!)



## **PRIZED POSSESSION:**

HIS NUMBER 1 DIME, THE FIRST DIME HE EVER MADE.

## **GREATEST STRENGTHS:**

UNFLAPPABLE PERSEVERANCE AND OUTSIDE-THE-BOX THINKING. ALSO DEADLY WITH HIS CANE, WHICH HE USES AS AN ALL-PURPOSE TOOL AND WEAPON.

## **DEEPEST SECRET:**

FEARS THAT FOR ALL HIS ADVENTURES AND MONEY, HIS LEGACY MAY NOT AMOUNT TO MUCH WITHOUT SOMEONE TO SHARE IT WITH.

## **WHEN FACED WITH A MUMMY:**

FIND PYRAMID'S STRUCTURAL WEAK POINT, CAUSING A WELL-TIMED AVALANCHE. IN THE CHAOS, USE KNOWLEDGE OF ANCIENT HIEROGLYPHICS TO LOCATE THE SECRET TALISMAN (THERE'S ALWAYS A SECRET TALISMAN) TO CALL OFF THE MUMMY AND CLAIM HIS HIDDEN TREASURE. IF ALL ELSE FAILS, STAND YOUR GROUND AND FIGHT TO THE LAST. "I'M NOT TRAPPED IN HERE WITH A MUMMY. THAT MUMMY'S TRAPPED IN HERE WITH ME."





## KEY RELATIONSHIPS:

**DONALD:** LIKE ALL RELATIVES, THESE TWO KNOW HOW TO GET UNDER EACH OTHER'S SKIN BETTER THAN ANYONE. SCROOGE'S RISKINESS IS A NATURAL COUNTERPOINT TO DONALD'S RISK AVERSION, BUT SCROOGE IS CONSTANTLY PUSHING DONALD TO BE THE GREAT DUCK HE KNOWS MUST BE DEEP DOWN. DEEP DEEP DEEP DEEP DEEP DEEEEEEEP DOWN. THIS IS GOING TO TAKE A LOT OF PUSHING.

**HUEY:** THE HEIR APPARENT TO SCROOGE'S CURIOUS SPIRIT AND DESIRE TO SEE THE WORLD. IF ONLY HE WEREN'T SO SURE HE ALREADY KNEW EVERYTHING. SCROOGE DELIGHTS IN CHALLENGING HUEY'S PRECONCEIVED NOTIONS AND PROVING HIM WRONG. THE OLDEST OF THE BOYS, HUEY OFTEN ACTS AS THE PROTECTOR FOR THE GROUP. THAT'S A VALUABLE ASSET IN A LEADER, EVEN IF IT SOMETIMES CLASHES WITH SCROOGE'S RISKIER TENDENCIES. HUEY ALWAYS WANTS A PRECISE PLAN, WHILE SCROOGE IS A MASTER IMPROVISER.

**DEWEY:** INHERITED SCROOGE'S SENSE OF DARING AND WILLINGNESS TO RISK EVERYTHING, IF NOT HIS ABILITY TO TURN THOSE DANGEROUS SITUATIONS IN HIS FAVOR. DEWEY ADMIRES HOW SCROOGE MADE A NAME FOR HIMSELF OUT OF HUMBLE BEGINNINGS, BUT CAN BE JUST AS STUBBORN AS BOTH HIS UNCLES WHEN IT COMES TO GETTING HIS OWN WAY, WHICH CAN LEAD TO FRICTION.

**LOUIE:** LIVING IN THE LAP OF LUXURY SUITS HIM JUST FINE. SCROOGE'LL HAVE TO KNOCK THAT OUT OF HIM AND TEACH HIM THE VALUE OF A HARD DAY'S WORK. SCROOGE LOVES LOUIE'S QUICK WIT AND HEAD FOR CRAZY SCHEMES. BUT HE'LL HAVE TO TEACH LOUIE TO LOOK AT LIFE AND SEE MORE THAN JUST WHAT'S IN IT FOR HIM.

**WEBBY:** FOR TEN YEARS, SCROOGE DIDN'T REALIZE THAT HE HAD THE PERFECT ADVENTURING PARTNER LIVING RIGHT UNDER HIS OWN ROOF: HIS HOUSEKEEPERS' GRANDDAUGHTER WEBBY IS THE MANIFESTATION OF SCROOGE'S SENSE OF ADVENTURE KEPT COOPED UP FOR ALL THESE YEARS AND READY TO BURST. SHE'S METICULOUSLY STUDIED EVERY BRANCH OF SCROOGE'S FAMILY TREE AND EVERY ADVENTURE HE'S EVER HAD. IN MANY WAYS, SHE'S ACTUALLY THE PERFECT HEIR FOR SCROOGE'S LEGACY OF ADVENTURE. NOW THAT HE'S ACTUALLY BACK OUT IN THE WORLD, WEBBY IS PROVING HERSELF JUST AS CAPABLE (AND EXCITABLE) A WARD AS THE BOYS. SCROOGE JUST HAS TO MAKE SURE SHE DOESN'T GO OFF HALF-COCKED AND GET HERSELF KILLED.





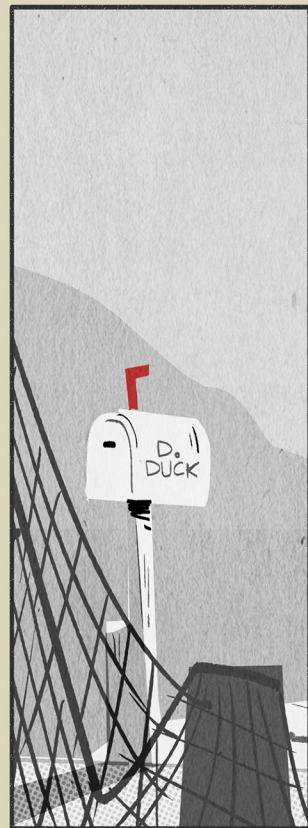


# DONALD

Duck

(30s)

ALWAYS IN OVER HIS HEAD AND AT THE END OF HIS ROPE, DONALD IS THE LOUIS C.K. OF DUCKBURG: A WELL-MEANING, SHORT-FUSED, SINGLE PARENT RAISING HIS SISTER'S CHILDREN AS HIS OWN. WHILE SCROOGE THRIVES ON DANGER AND RISK, DONALD AVOIDS IT AT ALL COSTS. BUT THAT'S ONLY BECAUSE HE CARES ABOUT THE BOYS SO MUCH THAT HE NEVER WANTS TO PUT THEM IN HARM'S WAY. OF COURSE, THIS UNWILLINGNESS TO TAKE CHANCES AND GET OUTSIDE HIS COMFORT ZONE PREVENTS HIM FROM REACHING NEW AND EXCITING HEIGHTS. IT'S THE REASON HE CAN NEVER HOLD ON TO A JOB FOR TOO LONG. IT'S DEFINITELY THE REASON HE LOST HIS GIRLFRIEND DAISY. AND IT'S WHY HE REFUSES TO ACCEPT ANY HELP FROM HIS CRAZY OLD UNCLE SCROOGE. THE IRONY IS THAT DONALD COULD ACTUALLY BE AN ACE ADVENTURER IF HE'D EVER CUT LOOSE: HE'S STRONG-WILLED, DETERMINED, AND INSANELY DEVOTED TO HIS FAMILY.

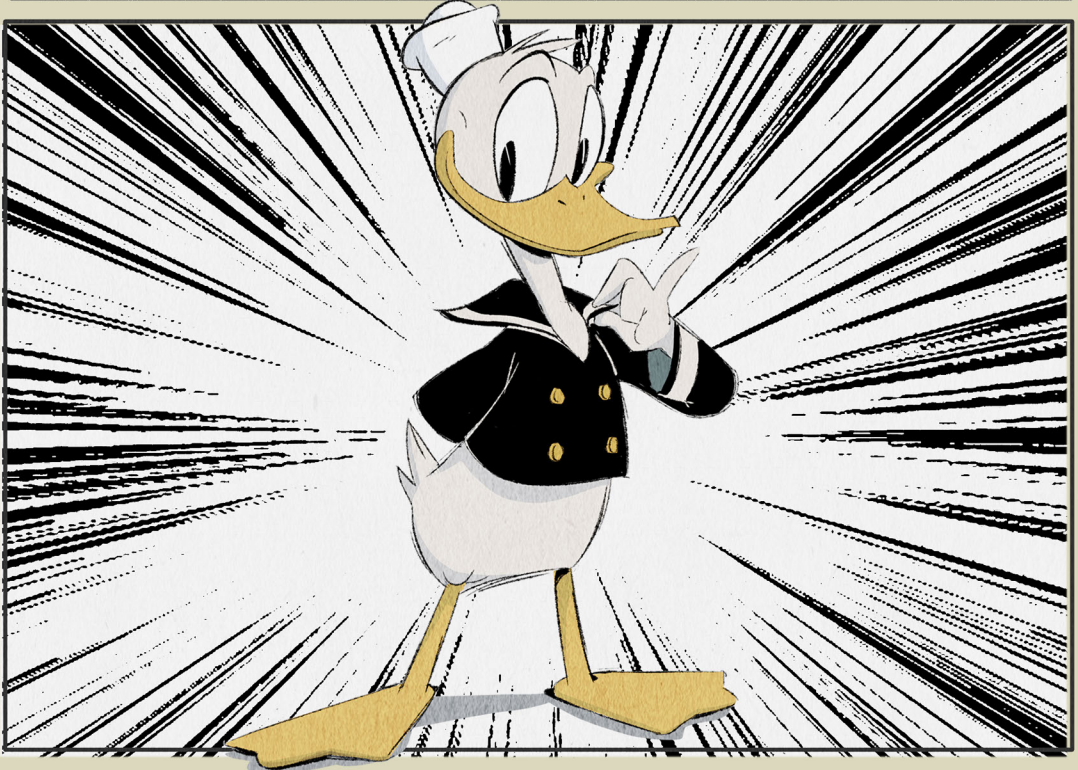


A LOVABLE SCREW-UP, DONALD PROTECTS THE LITTLE HE HAS FIERCELY AND DEMANDS TO LIVE LIFE ON HIS OWN TERMS. HE WON'T EVEN MOVE INTO SCROOGE'S MANSION, PREFERRING TO PARK HIS HOUSEBOAT IN THE FRONT YARD AND SWEARING THEY'RE ALL MOVING OUT AS SOON AS SHE'S SEAWORTHY AGAIN. WHILE DONALD'S SHORT TEMPER CAN OFTEN BE A LIABILITY, IT SOMETIMES PROVES HIS GREATEST ASSET. WHEN HE GOES INTO ONE OF HIS CLASSIC "SQUAWKING RAGES," HE FORGETS ALL OF HIS INHIBITIONS AND CAN ACTUALLY BECOME THE INTREPID, BRAWLING, CHARGING-BLINDLY-INTO-DANGER ADVENTURER THAT SCROOGE ALWAYS KNEW HE HAD IN HIM ALL ALONG. OR, YOU KNOW, HE MIGHT JUST CRASH HIS CAR INTO A FROZEN YOGURT SHOP. THE CHANCES ARE ABOUT 50/50.



### PERSONAL MOTTO:

"FAMILY IS THE GREATEST TREASURE OF...DEWEY! PUT THAT DOWN! NO, STOP. HUEY, COULD YOU PLEASE TELL YOUR BROTHER —WAIT, WHERE'S LOUIE?  
WHERE'S MY WALLET? LOUIE! <UNINTELLIGIBLE SQUAWKING, HEAVY PANTING> WAIT, ARE YOU STILL RECORDING THIS? UM, YEAH... SO FAMILY IS DEFINITELY THE MOST IMPORTANT THING."



### LOVES:

HIS SOOTHING "OCEAN SOUNDS" TAPES.

### HATES:

MONDAYS. TUESDAYS.  
WEDNESDAYS.  
THURSDAYS. FRIDAYS.  
ISN'T SO KEEN ON THE WEEKENDS EITHER.  
OH, AND DANGER OF ALL KINDS.

### PRIZED POSSESSION:

HIS SAILOR HAT- IT WAS A GIFT FROM HIS SISTER.

### GREATEST STRENGTHS:

LOVES HIS FAMILY; HIS FAMOUS "BERSERKER SQUAWKING RAGES" MAKE HIM NEARLY UNSTOPPABLE IF YOU GET HIM MAD ENOUGH.

### DEEPEST SECRET:

BLAMES HIMSELF FOR DELLA'S DISAPPEARANCE, WHICH IS WHY HE'S DOUBLY DEVOTED TO HER BOYS.

### WHEN FACED WITH A MUMMY:

GRAB NEPHEWS, HIDE, CRY. NOT NECESSARILY IN THAT ORDER.



## KEY RELATIONSHIPS:



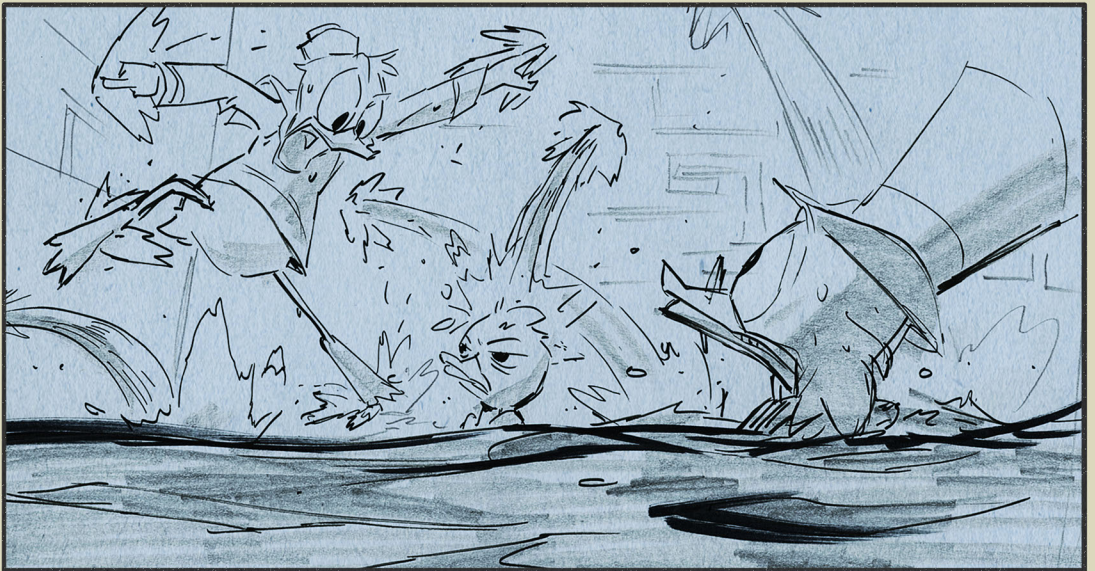
**HUEY:** DONALD RELIES HEAVILY ON HUEY TO HELP HIM KEEP THE FAMILY ABOVE WATER. BUT THAT SOMETIMES MAKES IT DIFFICULT FOR THEM TO DETERMINE WHO'S THE PARENT AND WHO'S THE KID IN THE RELATIONSHIP.

**DEWEY:** THE GREATEST CHALLENGE FOR A GUY WHO JUST WANTS TO KEEP HIS HEAD DOWN IS DEALING WITH ONE WHO'S CONSTANTLY TRYING TO STAND OUT. OF THE NEPHEWS, DEWEY ACTS OUT AGAINST DONALD THE MOST AND PUSHES HIS BUTTONS.

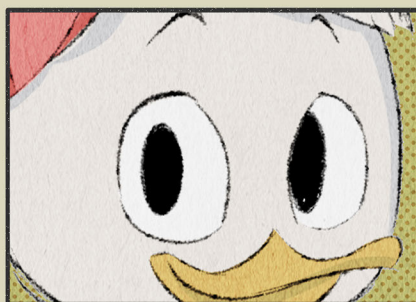
**LOUIE:** CONSTANTLY FAST-TALKING HIS UNCLE DONALD INTO OR OUT OF SOME KIND OF TROUBLE WITH THE PROMISE OF FAST MONEY AND EASY LIVING. DONALD FALLS FOR IT EVERY TIME.

**DAISY:** SHE'S THE ONE THAT GOT AWAY, BUT THEY'RE DESTINED TO BE TOGETHER. THEIR BACK AND FORTH BICKERING OFTEN BETRAYS HOW MUCH THEY STILL CARE FOR EACH OTHER. THEY'RE A GENUINE SCREWBALL COMEDY COUPLE IN THE VEIN OF KATHERINE HEPBURN AND CAREY GRANT IN BRINGING UP BABY. (WE PROMISE THIS WILL BE THE MOST DATED REFERENCE YOU WILL EVER HEAR FROM US, BUT IT FEELS APPROPRIATE FOR SUCH A CLASSIC COUPLE.)

**DELLA:** NO ONE UNDERSTOOD DONALD BETTER THAN DELLA. SHE ALWAYS HAD A WAY OF CALMING HIM DOWN AND MAKING HIM SEE THE BRIGHT SIDE OF THINGS, WHILE HIS FIERY DRIVE HELPED FUEL THEIR FRIENDLY CHILDHOOD RIVALRY. WHEN DELLA DISAPPEARED, DONALD TOOK IT AS HIS PERSONAL RESPONSIBILITY TO SIT ON THE EGGS SHE LEFT BEHIND AND LOOK AFTER THE BOYS AFTER THEY HATCHED.







# HUEY

Duck

(11)

THE OLDEST OF THE NEPHEWS BY THREE SECONDS, HUEY'S OFTEN CALLED UPON TO BE "THE RESPONSIBLE ONE," THE QUICK-THINKING PROTECTOR OF THE FAMILY. I MEAN, WHEN YOUR ONLY PARENT IS DONALD DUCK, SOMEBODY'S GOT TO REMEMBER TO PAY THE ELECTRIC BILL ON TIME, RIGHT? HUEY LOVES BEING A TRIPLET, AND IS CONSTANTLY LEADING THEM ON TEAM BUILDING EXERCISES ("I GOT US MATCHING SHIRTS AND HATS!") HE'D BE A BIT OF A DORK IF HE WEREN'T SO DARN CONFIDENT AND SINCERE.

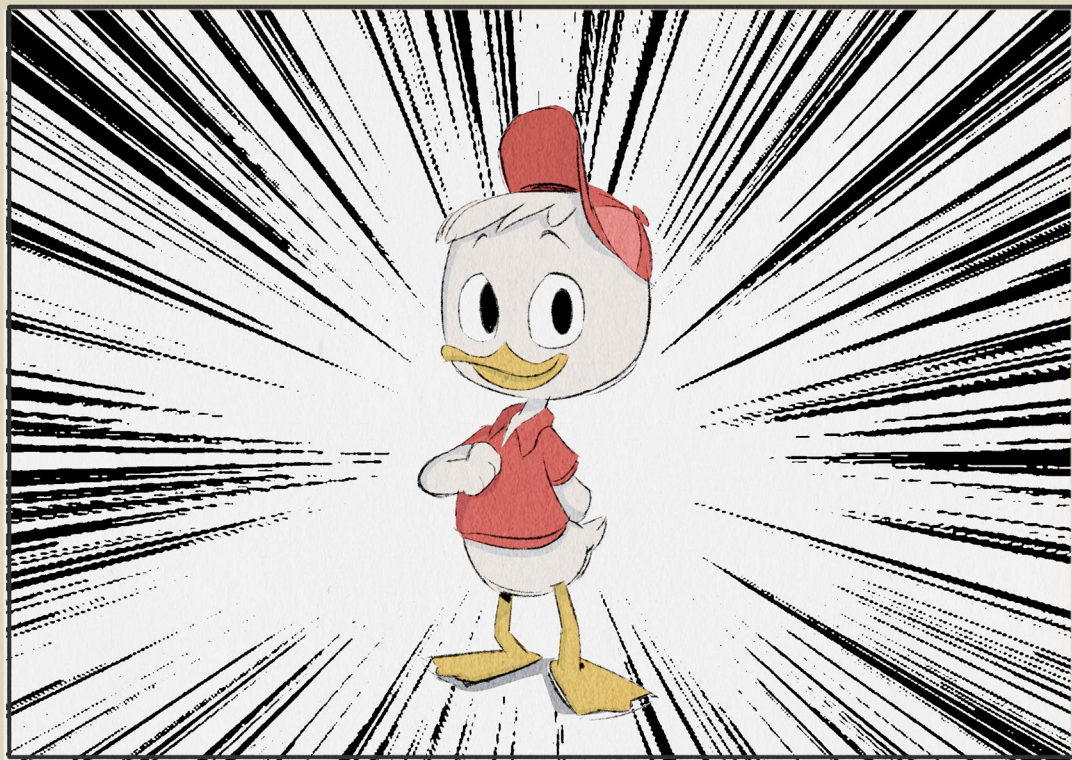
HUEY IS THE CONSUMMATE JUNIOR WOODCHUCK SCOUT: HE'S PRACTICAL, PREPARED, AND TREATS THE JUNIOR WOODCHUCK GUIDEBOOK AS HIS BIBLE. UNFORTUNATELY, THE GUIDEBOOK DOESN'T HAVE A SECTION ON HOW TO SURVIVE YETI MATING SEASON, SO HUEY OFTEN FINDS HIMSELF SCRAMBLING TO FIND LOGICAL SOLUTIONS TO THE COMPLETELY ILLOGICAL MISADVENTURES SCROOGE KEEPS TAKING THEM ON. BUT EVER THE EXPLORER, HUEY IS ALWAYS EAGER TO TEST HIS METTLE AND CLASSIFY ALL THE WILD THINGS WAITING OUT THERE IN THE BIG WEIRD WORLD. HE MAY EARN HIS ADVENTURER'S MERIT BADGE YET...





**PERSONAL MOTTO:**

"AN ANSWER FOR EVERYTHING. OR ALMOST EVERYTHING..."  
- THE JUNIOR WOODCHUCK GUIDEBOOK, VOL. 1, PG. 1



**LOVES:**

LISTS, SLEEPING OUT  
UNDER THE STARS, BEING  
A TRIPLET

**HATES:**

THE UNKNOWN, BEING  
TOLD HE'S "TOO  
YOUNG" FOR  
SOMETHING, THE MESS  
THAT IS DEWEY'S  
ROOM.

**PRIZED POSSESSION:**

HIS FIRST EDITION JUNIOR WOODCHUCK  
GUIDEBOOK

**GREATEST STRENGTHS:**

AN ALMOST BOTTOMLESS RESERVE OF  
SURVIVAL SKILLS AND TACTICS.

**DEEPEST SECRET:**

HAS A TENDENCY TO ACT LIKE HE KNOWS MORE  
THAN HE ACTUALLY DOES.

**WHEN FACED WITH A MUMMY:**

MUMMIES DON'T EXIST. FIND A LOOSE  
BANDAGE AND YANK HARD TO REVEAL WHAT IS  
SURE TO BE A RIVAL EXCAVATOR TRYING TO  
SCARE YOU OFF.

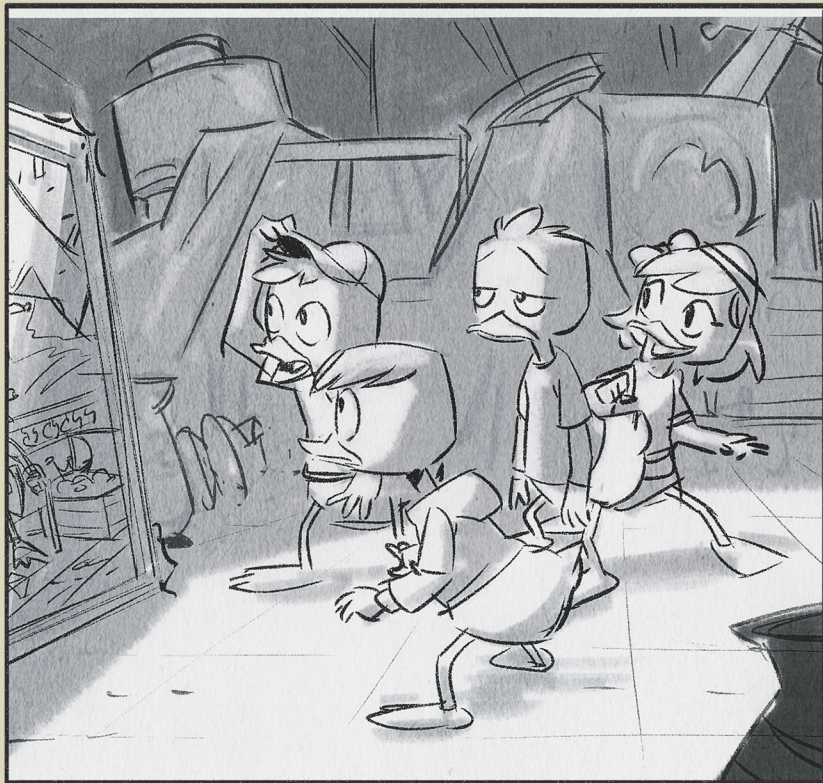


## KEY RELATIONSHIPS:

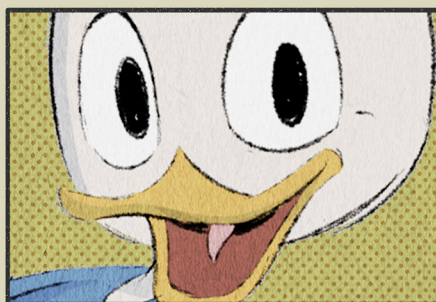
**DEWEY:** HUEY CAN'T UNDERSTAND WHY DEWEY IS SO DESPERATE TO DISTINGUISH HIMSELF FROM HIS BROTHERS. BEING A TRIPLET IS WAY MORE SPECIAL THAN BEING AN INDIVIDUAL! HUEY'S NEED FOR PREPAREDNESS CONSTANTLY BUTTS UP AGAINST DEWEY'S IMPETUOUS NATURE.

**LOUIE:** OF ALL OF HUEY'S MANY RESPONSIBILITIES, KEEPING LOUIE OUT OF TROUBLE TAKES UP MOST OF HIS TIME. HE KNOWS ALL OF HIS BROTHER'S TRICKS AND CAN SEE THROUGH HIS BROTHER'S CONS WITHOUT FAIL. LOUIE SEES GETTING ONE OVER ON HUEY AS ONE OF HIS GREATEST CHALLENGES.

**WEBBY:** HUEY IS ABSOLUTELY BAFFLED BY WEBBY. HE'S A FONT OF PRACTICAL KNOWLEDGE WHILE SHE'S A FONT OF FANTASTICAL KNOWLEDGE. THEY COULD REALLY HELP EACH OTHER OUT IF SHE DOESN'T DRIVE HIM CRAZY FIRST.







# DEWEY

## Duck

(11)

THE SECOND BROTHER HATCHED AND DEALING WITH CLASSIC MIDDLE-CHILD SYNDROME, DEWEY IS ALWAYS LOOKING FOR WAYS TO STAND OUT FROM THE CROWD IN ANY WAY POSSIBLE. HE TRIES TO PLAY OFF HIS EFFORTS AS IF THEY'RE NO BIG DEAL, BUT HIS BROTHERS CONSTANTLY CALL HIM OUT ON IT; YES, WE ALL NOTICED YOU BROUGHT A BRIEFCASE ON THE CAMPING TRIP, DEWEY. DEWEY IS QUICK TO THROW HIMSELF INTO DANGEROUS SITUATIONS WITHOUT THINKING JUST TO PROVE HIMSELF. THAT'S WHY HE'S CONSIDERED THE "TROUBLEMAKER" OF THE BROTHERS (AND GIVEN THESE THREE BROTHERS, THAT'S REALLY SAYING SOMETHING). DEWEY IS CONSTANTLY CHAFING AGAINST THE RESTRICTIONS OF "HELICOPTER PARENT" DONALD AND HAS MAPPED OUT THIRTEEN DIFFERENT WAYS TO SNEAK OFF DONALD'S HOUSEBOAT...AND ELEVEN OF THEM DON'T EVEN INVOLVE TRYING TO SINK IT!

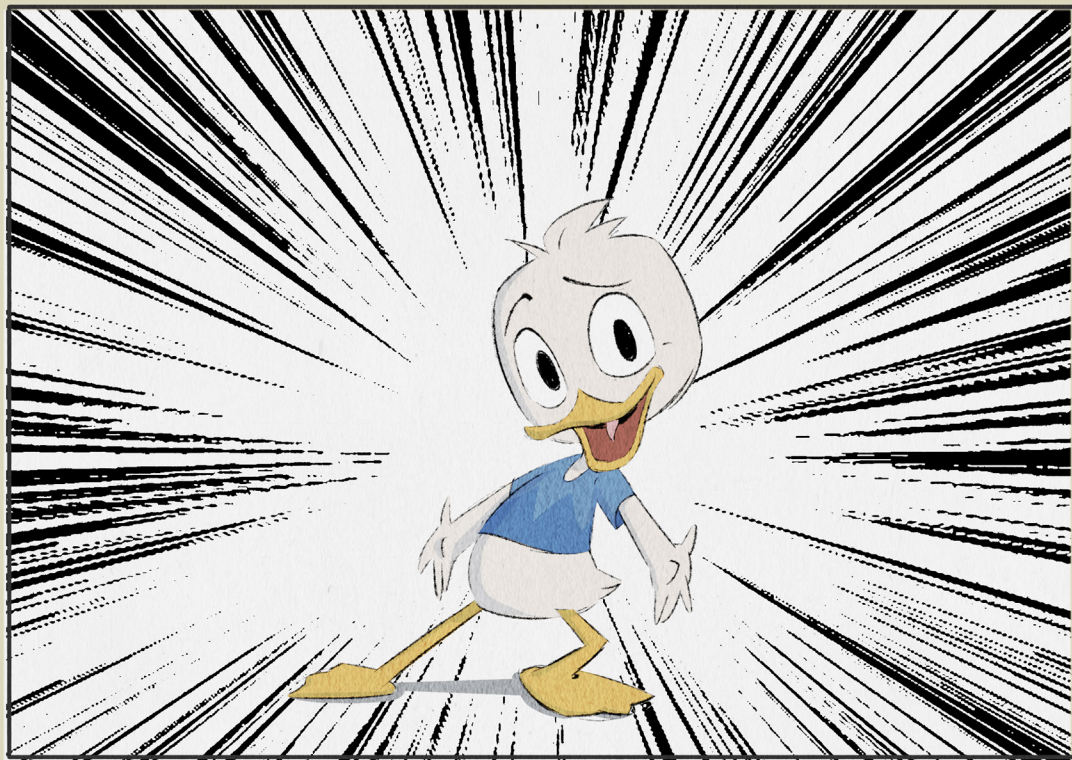
DEEP DOWN, DEWEY'S WORRIED THAT HE'S JUST AN ORDINARY DUCK, SO HE TRIES EXTRA HARD TO SHOW THE WORLD (AND HIS FAMILY) HOW EXCEPTIONAL HE CAN TRULY BE. HE'S CONSTANTLY ITCHING TO GET OUT OF THE HOUSE AND IT'S ONLY A MATTER OF TIME BEFORE HE GETS OUT OF DUCKBURG AND MAKES A NAME FOR HIMSELF. DEWEY'S ALSO THE PERSON MOST CURIOUS ABOUT HIS FAMILY HISTORY, AND HIS MOM'S PAST HEROICS IN PARTICULAR (AFTER ALL, HOWEVER SHE DID IT, SHE GOT OUT OF DUCKBURG). DONALD AND SCROOGE BOTH SEE A LOT OF DELLA IN DEWEY, A FACT THAT MAKES THEM BOTH PROUD AND VERY, VERY WORRIED.





### **PERSONAL MOTTO:**

"I'D RATHER GET IN TROUBLE FOR BEING MYSELF THAN GET PRAISED FOR BEING SOMEBODY ELSE."



### **LOVES:**

THIS BAND YOU'VE NEVER HEARD OF, THAT MOVIE EVERYONE HATES THAT HE THINKS IS AN UNAPPRECIATED MASTERPIECE, BLACK LICORICE JELLYBEANS

### **HATES:**

THE STATUS QUO

### **PRIZED POSSESSION:**

WHATEVER STRANGE AFFECTATION OR VANITY ITEM HE'S LATCHED ONTO THIS WEEK (LAST WEEK IT WAS AN OLD LEATHER HAT HE FOUND, THE WEEK BEFORE THAT IT WAS ARTISANAL TOOTHPICKS)

### **GREATEST STRENGTHS:**

ABSOLUTE FEARLESSNESS AND IMPOSSIBLY INDEPENDENT

### **DEEPEST SECRET:**

HASN'T TOLD ANYONE THAT HE'S RESEARCHING DELLA'S DISAPPEARANCE.

### **WHEN FACED WITH A MUMMY:**

CHARGE AT IT HEAD FIRST. HE'S SURE HE'LL THINK OF SOMETHING BY THE TIME HE REACHES THE MUMMY...



## KEY RELATIONSHIPS:

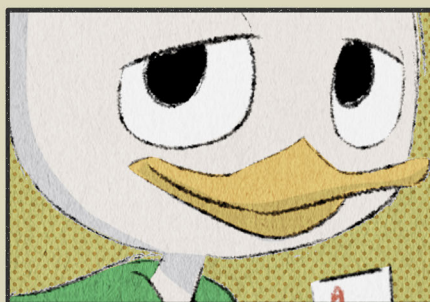
**LOUIE:** ALWAYS WORKING THE ANGLES, LOUIE SEES DEWEY'S FEARLESSNESS (AND HIS WILLINGNESS TO TEAM UP TO GET ONE OVER ON RESPONSIBLE HUEY) AS PRIME TRAITS IN A PARTNER IN CRIME. UNFORTUNATELY, DEWEY'S A LITTLE TOO UNPREDICTABLE TO FIT PERFECTLY INTO LOUIE'S SCHEMES. DEWEY LOVES LOUIE'S DESIRE TO MAKE A NAME FOR HIMSELF AND THINK BIG, BUT FINDS HIS DEDICATION TO MAKING MONEY AS SMALL POTATOES. LOUIE WANTS FORTUNE WHILE DEWEY WANTS GLORY.

**WEBBY:** DEWEY AND WEBBY BECOME CLOSE CONFIDANTS BECAUSE THEY'RE BOTH EAGER TO GET OUT THERE AND SEE THE WORLD. WHERE THEY DIFFER IS THAT DEWEY CAN'T WAIT TO LIVE ON HIS OWN AWAY FROM HIS FAMILY WHILE WEBBY HAS FINALLY GOTTEN THE FAMILY SHE ALWAYS WANTED.

**DELLA:** EVER THE OUTSIDER, DEWEY IS OBSESSED WITH LEARNING ABOUT THE ONLY OTHER DUCK TO GET AWAY FROM THIS CRAZY FAMILY AND MAKE A NAME FOR HERSELF. THE LESS DEWEY KNOWS ABOUT DELLA, THE MORE HE'S INTRIGUED BY HER.







# LOUIE

Duck

(11)

THE QUICK-WITTED, FAST-TALKING YOUNGEST BROTHER, LOUIE HAS A KNACK FOR CHARMING HIS WAY INTO, THOUGH NOT ALWAYS OUT OF, DANGER. CONSTANTLY WORKING THE ANGLES, LOUIE INHERITED HIS UNCLE SCROOGE'S HEAD FOR WILD, LARGER-THAN LIFE MONEYMAKING SCHEMES. UNFORTUNATELY, HE GOT NONE OF SCROOGE'S WORK ETHIC; HE'S ALWAYS ON THE LOOK-OUT FOR A WAY TO MAKE AN EASY FORTUNE, AND IT TYPICALLY ENDS IN DISASTER. BUT LOUIE MANAGES TO RISE ABOVE HIS FAILURES AND COME OUT SMELLING LIKE ROSES. LOUIE WOULD RATHER PUT IN TWO WEEKS ON A NICKEL SCHEME THAN TWO MINUTES ON AN HONEST JOB.

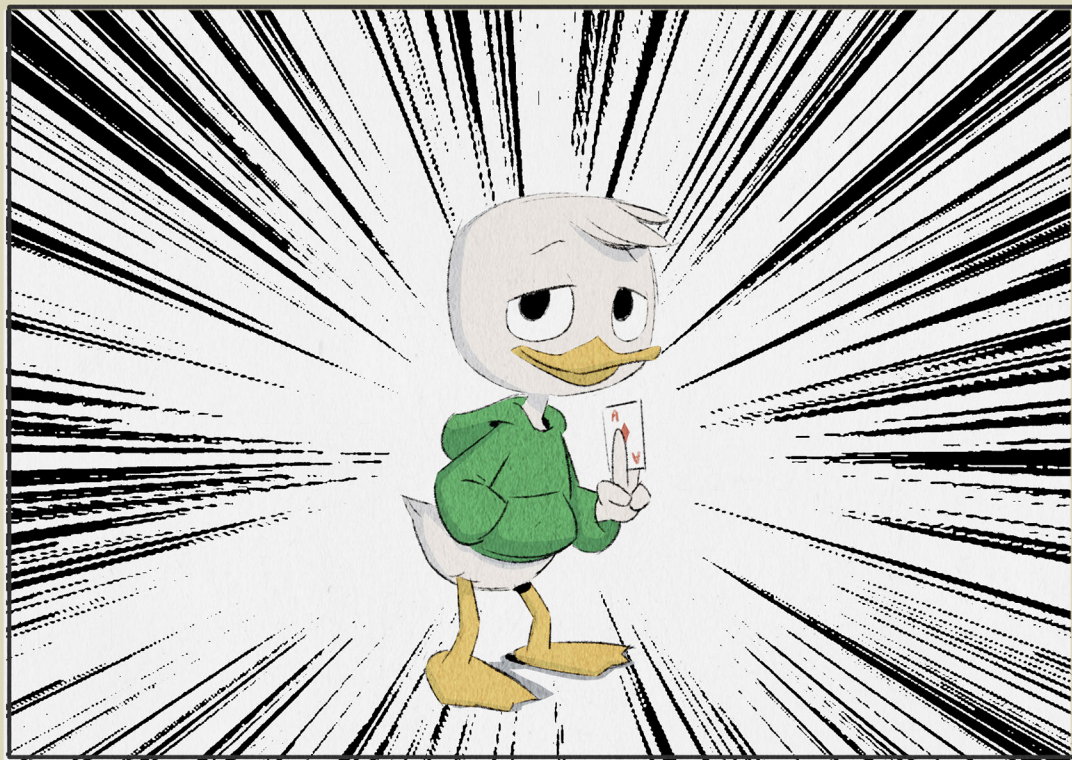
LOUIE IS THRILLED TO BE LIVING IN THE LAP OF LUXURY AND SEES NOTHING BUT OPPORTUNITIES TO BUILD HIS OWN FINANCIAL EMPIRE. TRICKING DONALD OUT OF TWENTY BUCKS IS ONE THING, BUT PULLING A GRIFT IN THE BILLION-DOLLAR RANGE IS A REAL CHALLENGE. LOUIE'S KEEN IMPROVISATIONAL SKILLS ARE A WELCOME ASSET ON ANY GIVEN ADVENTURE, ALTHOUGH THEY SOMETIMES LAND THE FAMILY IN EVEN BIGGER TROUBLE. IT'S REALLY HARD TALKING A MUMMY OUT OF A VENGEANCE CURSE.





### **PERSONAL MOTTO:**

"YOU CAN FOOL ALL OF THE PEOPLE ALL OF THE TIME. WHAT? NO, I'M PRETTY SURE THAT'S HOW THAT PHRASE GOES. BETCHA FIFTY BUCKS."



### **LOVES:**

LIVING IN A MANSION, PLANNING THE PERFECT CON, THE FINER THINGS

### **PRIZED POSSESSION:**

HIS NUMBER ONE QUARTER (LIKE SCROOGE'S NUMBER ONE DIME, BUT ADJUSTED FOR INFLATION)

### **GREATEST STRENGTHS:**

HIS SILVER TONGUE.

### **HATES:**

CHORES, WORK, RULES AND PEOPLE WHO FOLLOW THEM.

### **DEEPEST SECRET:**

THIS'LL SHOCK YOU, BUT HE'S REALLY NOT THAT GREAT WITH MONEY ONCE HE GETS IT.

### **WHEN FACED WITH A MUMMY:**

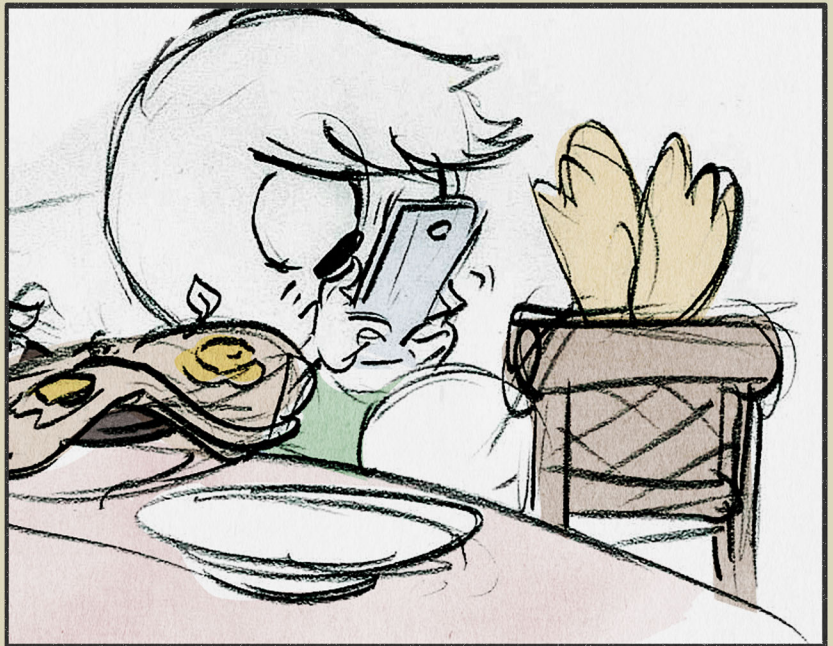
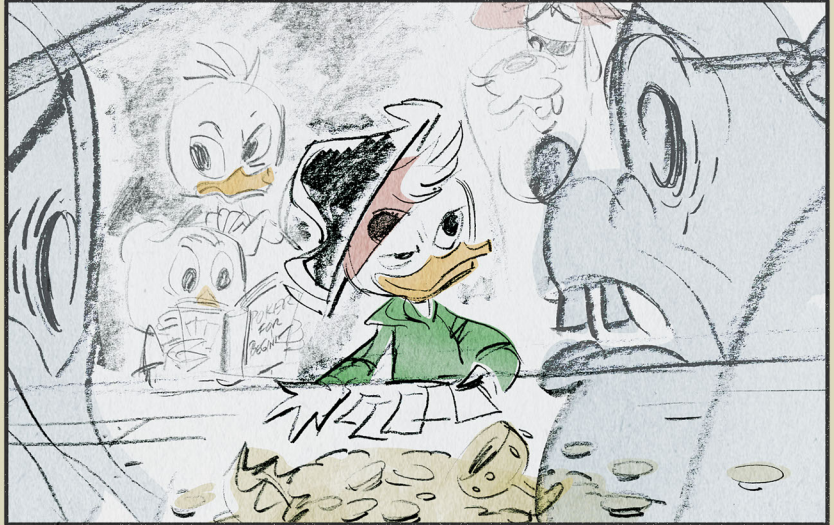
COMPLIMENT HIS DÉCOR AND TASTE (THE MAN USED TO BE A PHARAOH AFTER ALL), TRY TO BECOME HIS PERSONAL ADVISOR. OR AT LEAST HIS MANAGER. LOUIE KNOWS A PR GUY WHO COULD TURN THIS MUMMY INTO THE NEXT KING TUT.



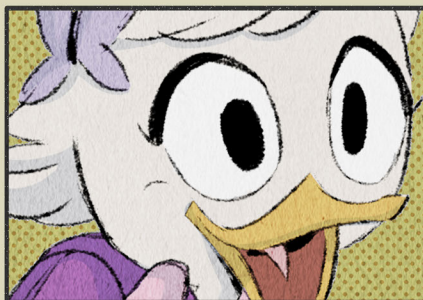
## KEY RELATIONSHIPS:

**WEBBY:** LOUIE SEES "NAÏVE" WEBBY AS THE PERFECT MARK. UNFORTUNATELY, SHE KNOWS EXACTLY HOW LOUIE SEES HER (MRS. BEAKLEY DIDN'T RAISE NO FOOLS) AND DELIGHTS IN TOYING WITH HIM.

**LAUNCHPAD:** LAUNCHPAD'S GUNG-HO ATTITUDE, DIMWITTEDNESS, AND WILLINGNESS TO DO ANYTHING MAKES HIM AN IDEAL PARTNER FOR LOUIE'S SCHEMES.







# WEBBY

(Webbigail) VANDERQUACK

(11)

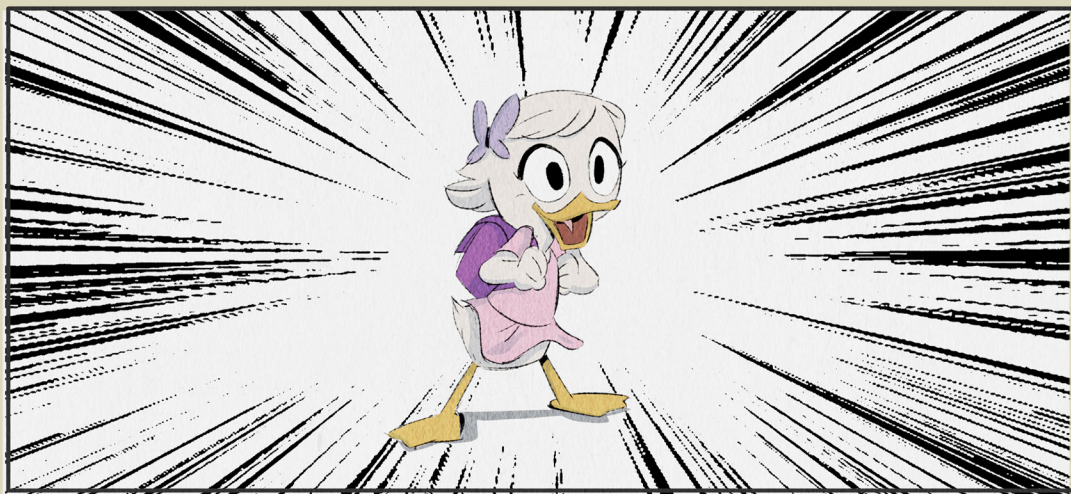
THINK KIMMY SCHMIDT, WOULD-BE ADVENTURER. THE GRANDDAUGHTER OF SCROOGE'S MAID/BODYGUARD AND UNOFFICIAL "FOURTH NEPHEW," THE UNFLAPPABLE, EVER-EAGER WEBBY HAS SPENT MOST OF HER LIFE COOPED UP IN SCROOGE'S MANSION UNDER THE HAWKLIKE GAZE OF HER OVERPROTECTIVE GRANDMA. LUCKILY, SCROOGE'S HOME IS LIKE A MUSEUM OF DERRING-DO, AND WEBBY'S STUDIED UP ON EACH AND EVERY ONE OF HER BENEFACTORS' ADVENTURES. SHE'S A LIVING ENCYCLOPEDIA OF THE DUCK FAMILY TREE, AS SHE PIECES TOGETHER THE DETAILS OF THEIR LIVES INTO A COMPREHENSIVE STUDY WHILE TRYING TO SOLVE THE FAMILY MYSTERIES THAT NO ONE TALKS ABOUT. THAT, COMBINED WITH HER GRANDMA'S "SELF-DEFENSE" LESSONS AND HER ALMOST DAILY DEALINGS WITH BEAGLE BOY BREAK-INS MAKE HER THE PERFECT YOUNG ADVENTURER...IF SHE COULD EVER GET PAST THE FRONT GATE. SHE ACTUALLY LOOKS FORWARD TO BEING KIDNAPPED BY THE BEAGLES BECAUSE AT LEAST IT GETS HER OUT OF THE HOUSE.

EVEN IF SHE COULD GET OUT, HER RIGOROUS STUDIES HAVEN'T PREPARED HER FOR REGULAR LIFE OUTSIDE. A FUNCTIONAL KNOWLEDGE OF CONVERSATIONAL ARAMAIC WON'T TEACH YOU HOW TO USE A FAST FOOD SODA FOUNTAIN. WEBBY HAS MIXED FEELINGS ABOUT THE BOYS' ARRIVAL. ON THE ONE HAND, YAY! OTHER PEOPLE! BUT ON THE OTHER HAND, THEY SEEM TO BE GETTING THE KIND OF ATTENTION FROM MR. MCDUCK THAT WEBBY'S BEEN CRAVING FOR YEARS. EVEN THIS JUST MAKES FOR FRIENDLY COMPETITION WITH THE BOYS ON ADVENTURES ("I HAVE PROFESSIONAL RIVALS! HOW COOL IS THAT?!") MORE THAN ANYTHING, ALL WEBBY'S EVER WANTED WAS A FAMILY BEYOND JUST HER GRANDMOTHER. SHE'S THRILLED TO HAVE A CHANCE AT BEING PART OF THE MOST EPICALLY FUN FAMILY OF ALL TIME! BUT HOW WILL WEBBY REACT WHEN THE GAMES BECOME SERIOUS?



### **PERSONAL MOTTO:**

"EVERYDAY IS AN ADVENTURE IF YOU KNOW WHERE TO LOOK."



### **LOVES:**

ANCIENT TEXTS, MYSTERIES, CURSES, LOCH NESS MONSTERS, BIGFOOTS (BIGFEET?), BOOBY TRAPS, TEMPLES, RUNNING THROUGH TEMPLES, RUNNING THROUGH TEMPLES WITH BOOBY TRAPS, THE OUTDOORS, DANGER, EXCITEMENT, DINOSAURS, BEING KIDNAPPED BY THE BEAGLE BOYS, HANG-GLIDING, VAMPIRES, GLAMPIRES (GLAM ROCK VAMPIRES), HUEY, DEWEY, LOUIE, UNCLE SCROOGE, MRS. BEAKLEY, LAUNCHPAD, THAT GUY WHO DELIVERS THAI FOOD, THAT TREE, MOST ROCKS...

### **HATES:**

TELEVISION, VIDEO GAMES, AIR CONDITIONING, BEING INSIDE. SHE'D RATHER BE OUT THERE LIVING ADVENTURE THAN SEEING OTHER PEOPLE DO IT.

### **PRIZED POSSESSION:**

TOTALLY NOT HER BELOVED QUACKY PATCH DOLL THAT SHE KEEPS HIDDEN UNDER HER PILLOW. WHAT QUACKY PATCH DOLL?

### **GREATEST STRENGTHS:**

SHE'S A WALKING ENCYCLOPEDIA OF ADVENTURE, ANCIENT LANGUAGES, CRYPTOZOOLOGY, AND LEGENDS. ALSO A FIERCE AND NIMBLE COMBATANT.

### **DEEPEST SECRET:**

NONE. SHE COULD NOT BE MORE OF AN OPEN BOOK. NOW QUIT HOUNDING HER ABOUT THAT QUACKY PATCH DOLL!!

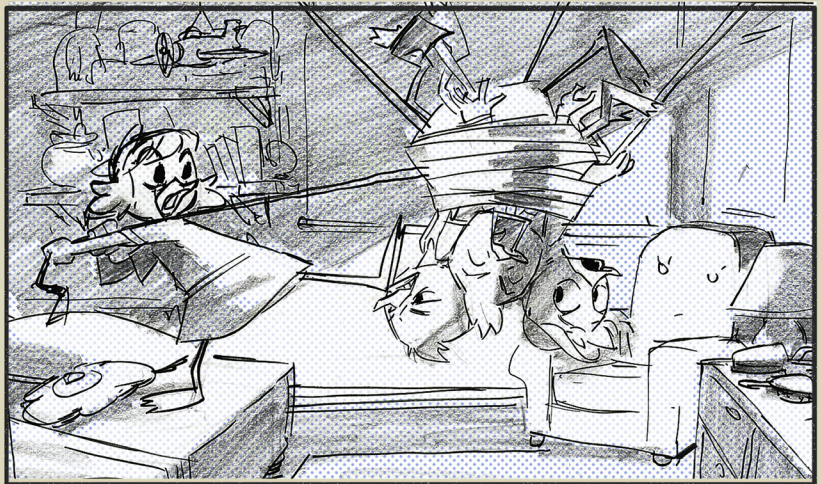
### **WHEN FACED WITH A MUMMY:**

GEEK OUT. BEFRIEND MUMMY. NAME HIM STEPHEN. BRING HIM HOME. "NOW WE HAVE A MUMMY!!!!!!"



## KEY RELATIONSHIPS:

**THE BOYS:** WEBBY'S SPENT SO MUCH TIME POURING OVER THE DETAILS OF SCROOGE'S LIFE THAT SHE JUMPS AT THE CHANCE TO HAVE ACCESS TO HIS YOUNGEST LIVING RELATIVES. SHE'S UTTERLY FASCINATED BY THEM AND THEIR SUPPOSEDLY "ORDINARY" LIVES. STILL, SHE CAN'T HELP BUT FEEL A LITTLE EXCLUDED, AN OUTSIDE OBSERVER. NOT ONLY ARE THEY SUCH A TIGHT KNIT GROUP, BUT THEY ALSO INSTANTLY GAINED SCROOGE'S APPROVAL WHILE SHE WAS TRYING TO GET HIM TO NOTICE HER FOR YEARS. SHE DOESN'T EXACTLY FEEL JEALOUS, BUT SHE WILL TRY **EXTRA** HARD IN ORDER TO BE INCLUDED.



**MRS. BEAKLEY:** MRS. BEAKLEY IS THE ONLY REAL FAMILY WEBBY'S EVER KNOWN AND SHE LOVES HER DEARLY. UNFORTUNATELY, SHE'S ALSO THE MAIN THING KEEPING HER FROM EXPERIENCING THE OUTSIDE WORLD. MRS. BEAKLEY'S STOIC SILENCE IS THE ONLY THING THAT CAN GET A REAL NEGATIVE RESPONSE OUT OF WEBBY.

**LENA LE STRANGE:** LENA LE STRANGE: WEBBY IS OBSESSED WITH LENA, THE GIRL WHO'S BEEN EVERYWHERE AND SEEN EVERYTHING. LENA'S THE COOL OLDER SISTER-TYPE WEBBY ALWAYS WISHED SHE HAD. WEBBY LOOKS PAST LENA'S SARCASTIC DEMEANOR AND EVEN MANAGES TO GET LENA TO ENJOY SOMETHING EVERY ONCE AND A WHILE. WEBBY'S OPTIMISM IS GONNA MAKE IT REALLY HARD FOR LENA TO DO WHAT SHE WAS TO DO DOWN THE LINE.







# Mrs. **BETINA** Beakley

(50's)

"**Downton Abbey**" MEETS HELEN MIRREN IN RED. THE WORLD'S WEALTHIEST DUCK RACKS UP A LOT OF ENEMIES ON HIS WAY TO THE TOP, SO HE CAN'T HIRE JUST ANY OLD MAID. BACK IN THE 60s, SCROOGE HAD HIS SHARE OF ADVENTURES WITH MRS. BEAKLEY BACK WHEN SHE WAS A TOP AGENT FOR BRITISH INTELLIGENCE (IMAGINE SWINGING ADVENTURES WITH BADASS AS BEAKLEY AND CONNERY-ERA JAMES BONDISH SCROOGE). BUT BEAKLEY'S NO-NONSENSE DEMEANOR AND DEDICATION TO QUEEN AND COUNTRY ABOVE ALL ELSE MADE HER A LOT OF ENEMIES. ONCE SHE GAINED CUSTODIANSHIP OF HER YOUNG GRANDDAUGHTER WEBBY, BEAKLEY REALIZED SHE HAD TO LEAVE HER JOB BEHIND AND GO OFF THE GRID TO KEEP WEBBY SAFE. WITH NOWHERE TO TURN, BEAKLEY GOT AN OFFER FROM HER OLD COMPATRIOT SCROOGE AS HIS HOUSEKEEPER/PERSONAL BODYGUARD. WHEN YOU'VE GOT AS MANY ENEMIES IS SCROOGE DOES, YOU BETTER BELIEVE YOUR HOUSEMAID IS GOING TO HAVE TO DO SOME LIGHT JUJITSU.

PRIM, NO-NONSENSE, AND TOUGH-AS-NAILS, MRS. BEAKLEY AGREED ON THREE CONDITIONS: SCROOGE ALSO TAKE IN HER GRANDDAUGHTER WEBBY, SCROOGE NEVER REVEAL HER SECRET AGENT PAST FOR FEAR OF IT COMING BACK TO HAUNT HER, AND SHE WOULD NEVER HAVE TO DO WINDOWS. THE BANE OF BEAGLE BOYS EVERYWHERE, MRS. BEAKLEY IS A WOMAN OF FEW WORDS, BUT SHE MAKES THEM COUNT. THE BOYS ARE ABSOLUTELY TERRIFIED OF HER.





## PERSONAL MOTTO:

(WE THINK SHE MEANS "ACTIONS SPEAK LOUDER THAN WORDS.")



## PRIZED POSSESSION:

HER CLASSIC 60s 60-60 SPY GEAR. THE OLD WAYS ARE STILL THE BEST.

## LOVES:

TIDINESS, ORDER, A NICE CUP OF EARL GREY, THAT ADORABLE PRINCE HARRY

## GREATEST STRENGTHS:

AN UNSTOPPABLE FIGHTER WITH A KEEN TACTICAL MIND. BUT SHE'S A TERRIBLE COOK.

## HATES:

CHAOS, PEOPLE OF LOW MORAL FIBER, A HALF-ASSED JOB, DUST.

## DEEPEST SECRET:

DESPITE HER STERN, PRIM-AND-PROPER DEMEANOR, BEAKLEY WAS A SWINGING WILD WOMAN BACK IN HER DAY.

## WHEN FACED WITH A MUMMY:

THERE ARE 32 MAJOR PRESSURE POINTS THAT CAN DISABLE A LIVING DUCK. IMAGINE HOW MANY THERE ARE FOR A DUCK THAT'S BEEN DECOMPOSING IN THE SAND FOR HUNDREDS OF YEARS.



## KEY RELATIONSHIPS:

**THE BOYS:** Huey, Dewey, and Louie are immediately distrustful of this Mary-Poppins-from-Hell. Because they don't know about her secret agent past, they assume her secretive yet severe nature might be hiding a nefarious plot against their Uncle Scrooge. For her part, Beakley raises the boys with the same firm hand she'd train a squad because she realizes being Scrooge's nephew is just as dangerous as running a covert mission.

**SCROOGE:** Beakley is the only person who can stand up to Scrooge and win. They have a mutual respect based on their lifetimes of adventuring, and in the field, they're a well-oiled machine. But that means that when they have a difference of opinion, neither will back down and the sparks will fly. Neither particularly likes being told they're in the wrong.

**DONALD:** Both Beakley and Donald are fiercely protective of their respective kids. Where they differ is approach: while Donald is a constantly fretting helicopter parent, Beakley is strict, confident, and to the point. Because of that, frequently unsure Donald may start taking his lead from Beakley in terms of raising his boys...which may be problematic when she entrusts Scrooge with Webby's safety. If Beakley thinks the kids will be OK base diving into a volcano with Scrooge, then it must be safe...right?

**MA BEAGLE:** Arch nemesis who happen to be two sides of the same stern maternal coin. The difference is that Beakley is stern with her charges because she cares about them while Ma Beagle butters up her boys just to get her way. Mrs. Beakley is the boogeyman Ma Beagle tells her kids stories about at night to keep them in line.







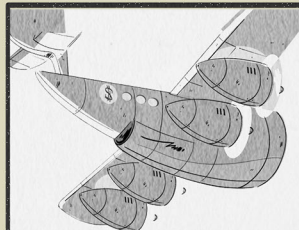
# LAUNCHPAD

McQUACK

(20's)

**S**crooge's big-hearted, fearless, and dim chauffeur and personal pilot. **A** big, lovable puppy of a duck, **LP** is trusting to a fault and always up for anything. **W**hich suits **Scrooge's** purposes just fine, as he's the only pilot crazy enough to actually do half the stuff **Scrooge** wants him to. **U**nknownst to **Scrooge**, his board of directors hired the crash-happy daredevil in the hopes that he would accidentally get **Scrooge** killed, giving them control of the company. **W**hat they didn't know is that **Launchpad** is the **Sully Sullenberger** of ducks; it takes a lot of skill (and luck) to walk away from a wreck. **Launchpad** believes any crash you can walk away from is a good crash. **Donald** wishes **Launchpad** would stop throwing around the term "good crash."

**A** former latchkey kid, **Launchpad** grew up on the wrong side of town. **A**s such, he found escape in an old adventure cartoon from the **90s** about a certain masked mallard who was known as "the terror that flaps in the night." These two factors instilled in **Launchpad** a strong sense of heroism and justice and a fearless (some would say wreckless) desire to do the impossible. That makes him always up for anything, no matter how stupid or dangerous. **A** consummate survivor, **Launchpad** can take an almost supernatural amount of punishment (his ability to emerge unscathed is a source of constant mystery), which makes him a valuable asset on any adventure. **A**lthough he's not the brightest, he's the most loyal and earnest, making him the heart of the **McDuck** team.





**PERSONAL MOTTO:**

"FLYING IS 90% LUCK AND 25% PRECISION. WAIT..."



**LOVES:**

PLANES, TRAINS,  
AUTOMOBILES, SPEED,  
PLUMMETING, CARTOONS  
FROM THE 90s.

**PRIZED POSSESSION:**

THE CUSTOM PLANE HE'S WORKING ON IN SECRET.

**GREATEST STRENGTHS:**

NEAR INVULNERABILITY, A WILLINGNESS TO TRY  
ANYTHING ONCE.

**HATES:**

TRAFFIC, THE FAA, THE  
FACT THAT YOU'RE NOT  
SUPPOSED TO TAKE A NAP  
AFTER GETTING A  
CONCUSSION BECAUSE  
CRASHING IS HARD  
WORK, DANGIT!

**DEEPEST SECRET:**

EVEN HE'S NOT SURE HOW HE'S SURVIVED THIS LONG,  
SO HE TREATS EVERY DAY AS A GIFT.

**WHEN FACED WITH A MUMMY:**

MAKE HILARIOUS "IF THAT'S A MUMMY, I'D HATE  
TO SEE A DADDY" JOKE, WAIT FOR LAUGH, TACKLE IT HEAD  
ON. CRASHING WORKS ON MONSTERS TOO!





## KEY RELATIONSHIPS:

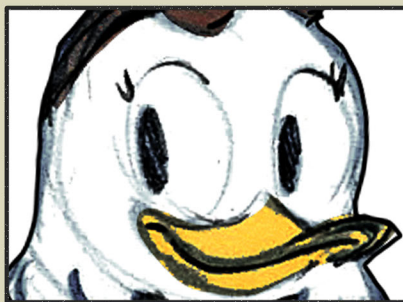
**SCROOGE:** LAUNCHPAD COULDN'T BE MORE DEDICATED TO **MR. McDEE**; HE GAVE HIM A JOB AND A CHANCE TO FLY WHEN MOST PEOPLE WOULDN'T LET HIM NEAR A PLANE (**FUN FACT:** LAUNCHPAD IS THE ONLY DUCK TO EVER CRASH A PLANE FROM A SEAT IN COACH). **SCROOGE** APPRECIATES LAUNCHPAD'S WILLINGNESS TO FACE EVEN THE STUPIDEST OF DANGERS WITH A CHEERFUL "**SURE THING, MR. McDEE!**" ALTHOUGH LAUNCHPAD'S JOVIAL NATURE MAY LEAD HIM TO BLUR THE LINE BETWEEN "EMPLOYER" AND "FRIEND" A LITTLE MORE THAN **SCROOGE** WOULD LIKE. IT DOESN'T TAKE MUCH TO PLEASE HIM; EVEN A SIMPLE "**GOOD JOB, LAUNCHPAD**" IS ENOUGH TO GET **LP** TO TEAR UP.

**MRS. BEAKLEY:** **SCROOGE**'S TWO MOST TRUSTED EMPLOYEES COULD NOT BE MORE DIFFERENT. **MRS. BEAKLEY**'S POSH, RESERVED PROFESSIONALISM FREQUENTLY BUTTS UP AGAINST LAUNCHPAD'S BLUE-COLLAR FRIENDLINESS AND "CLOSE-ENOUGH-FORHORSESHOES" ATTITUDE. LAUNCHPAD WILL NOT GIVE UP ON TRYING TO BEFRIEND **MRS. B**, NO MATTER HOW MANY CHOKEHOLDS SHE PUTS HIM IN.

**THE BOARD:** **SCROOGE**'S BOARD OF DIRECTORS BELIEVES THEY HIRED LAUNCHPAD AS A MOLE AND POTENTIAL ACCIDENTAL ASSASSIN FOR **SCROOGE**. UNFORTUNATELY, LAUNCHPAD'S A LITTLE TOO THICK TO UNDERSTAND WHAT THEY EXPECT OF HIM. LAUNCHPAD WOULD NEVER DO ANYTHING TO KNOWINGLY BETRAY **MR. McDEE**. STILL, IF **SCROOGE** EVER FOUND OUT THAT LAUNCHPAD WAS EVEN AN ACCIDENTAL SPY FOR THE BOARD, IT COULD DRIVE A SERIOUS WEDGE IN THEIR RELATIONSHIP.







# DELLA

Duck

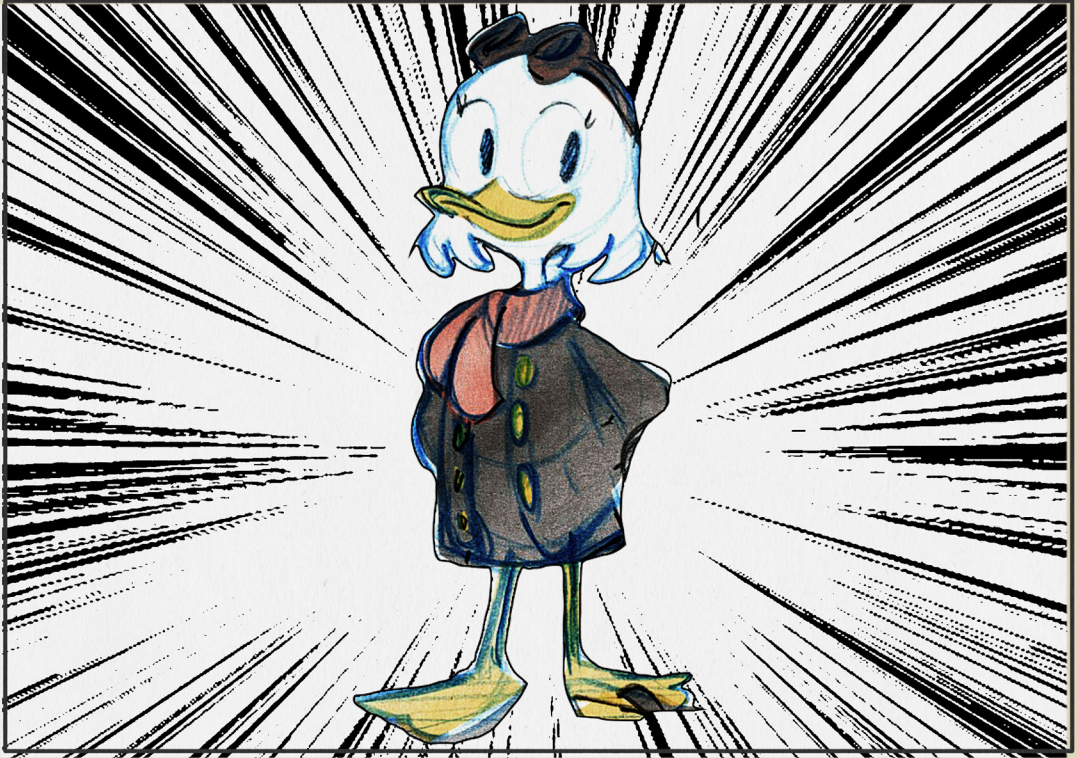
(30s)

SOME IDIOT TOLD A VERY YOUNG DELLA DUCK THAT GIRLS COULDN'T BE ADVENTURERS AND SHE DEDICATED HER ENTIRE LIFE TO PROVING THAT JERK WRONG. A PIONEER AT HEART, SHE DOESN'T WANT TO BE THE "FIRST WOMAN" TO DO SOMETHING, SHE WANTS TO BE THE "FIRST PERSON" TO DO SOMETHING, PERIOD. AS DARING AS HER UNCLE AND STUBBORN AS HER BROTHER, DELLA WAS CERTAIN SHE'D BE BACK FROM HER LAST ADVENTURE LONG BEFORE HER EGGS HATCHED. THEN SHE DISAPPEARED. ALTHOUGH DELLA ISN'T AROUND AT THE START OF THE SHOW, HER PRESENCE IS ALWAYS FELT.





**PERSONAL MOTTO:**  
"ANYTHING YOU CAN DO, I CAN DO BETTER."



**LOVES:**  
RACECARS, LASERS,  
AEROPLANES.

**HATES:**  
THE WORD "No."

**PRIZED POSSESSION:** HER FREEDOM.

**GREATEST STRENGTHS:** AT A QUARTER OF HIS AGE, DELLA WAS NEARLY AS SEASONED, DARING, AND SKILLED AN ADVENTURER AS SCROOGE.

**DEEPEST SECRET:** THE ONLY THING THAT SCARED HER WAS THAT SHE MIGHT NOT MAKE A GOOD MOM.

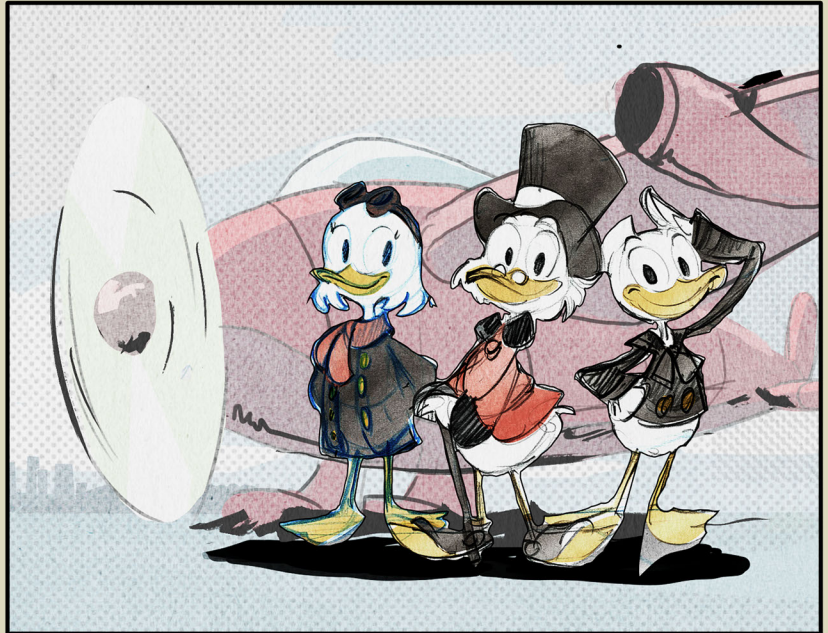
**WHEN FACED WITH A MUMMY:** "JUST ONE? I DON'T GET OUTTA BED FOR LESS THAN SIX MUMMIES, TOPS."



## KEY RELATIONSHIPS:

**SCROOGE:** DELLA WAS EVERY INCH **SCROOGE**'S PROTÉGÉ AND IN LINE TO INHERIT HIS COMPANY AND HIS LEGACY. SHE WOULD HAVE IMMEDIATELY RENAMED IT **DUCK & MCDUCK ENTERPRISES**, AND **SCROOGE** WOULDN'T HAVE PUT UP A FIGHT. **DELLA**'S DISAPPEARANCE CAUSED **SCROOGE** TO STOP ADVENTURING FOR TEN YEARS.

**THE BOYS:** DELLA WENT ON ONE LAST BIG ADVENTURE BEFORE HER BOYS HATCHED AND IT WENT HORRIBLY WRONG. WHEREVER SHE IS, YOU CAN BET SHE'S FIGHTING WITH ALL SHE'S GOT TO GET BACK TO THEM. **DELLA** AND THE BOYS NEVER MET, BUT THERE'S A LITTLE BIT OF HER IN EACH ONE OF THEM.



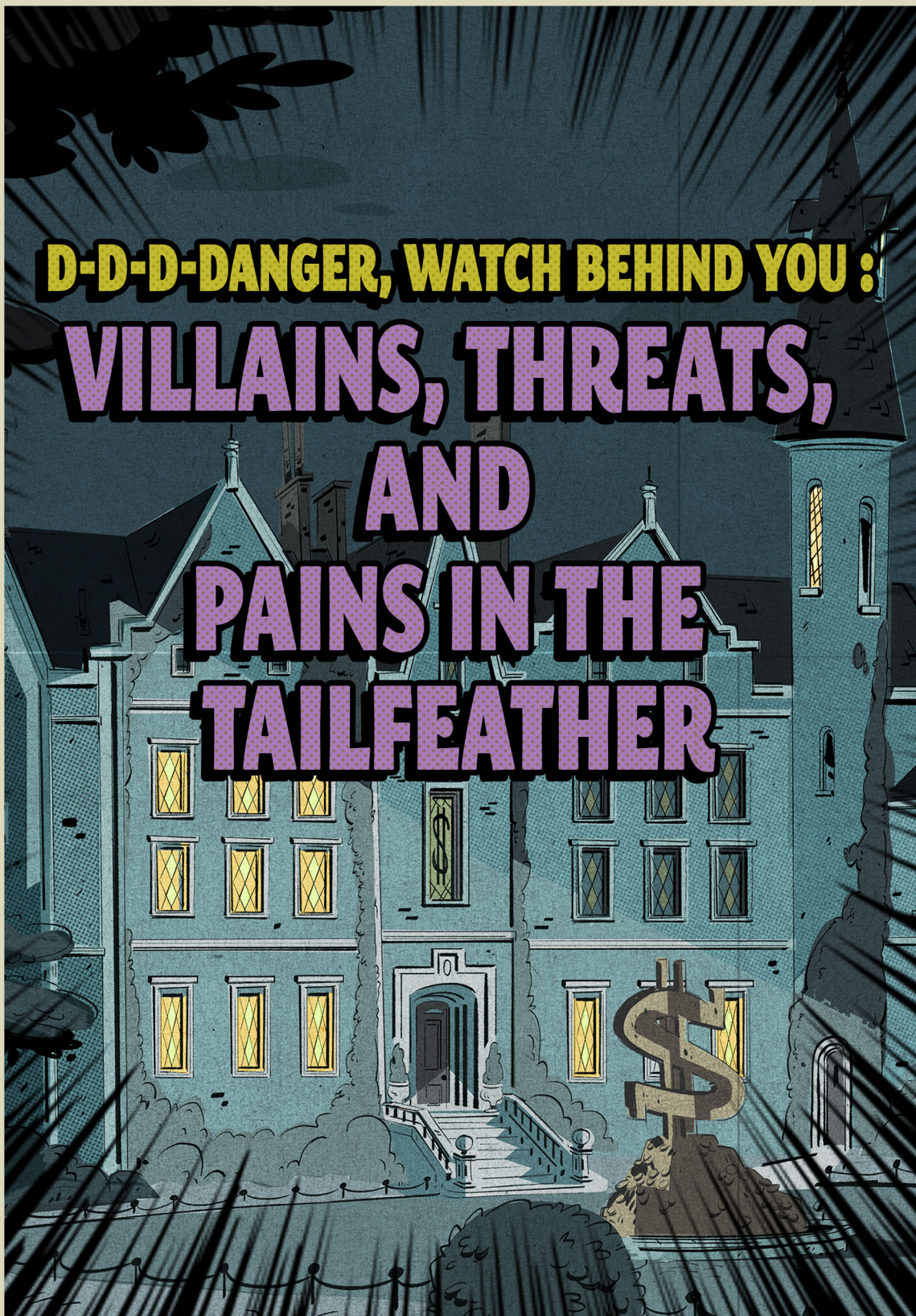


**D-D-D-DANGER, WATCH BEHIND YOU:**

**VILLAINS, THREATS,**

**AND**

**PAINS IN THE  
TAILFEATHER**





# FLINTHEART

Glomgold

(60's)

THE WORLD'S SECOND RICHEST DUCK, AND THAT FACT DRIVES HIM ABSOLUTELY INSANE. THE PEPSI TO SCROOGE'S COKE, THE KHAN TO SCROOGE'S KIRK, GLOMGOLD HAS DEDICATED HIS ENTIRE LIFE TO BESTING THAT OTHER SCOTTISH BILLIONAIRE DUCK, AND IS WILLING TO GO TO ANY LENGTHS TO BEAT HIM AT ANYTHING AND EVERYTHING, NO MATTER HOW SMALL (HE STILL WON'T TALK ABOUT THE GREAT YAHTZEE GAME OF '87). ALTHOUGH GLOMGOLD MAY SEEM LIKE A BUFFOON, HIS UNFAILING OBSESSION WITH BEATING SCROOGE PAIRED WITH HIS WILLINGNESS TO FIGHT DIRTY, LIE, CHEAT, STEAL, AND SPEND EVERY LAST NICKEL OF HIS FORTUNE TO DO IT MAKE HIM A TRULY FIERCE ADVERSARY. HE ALSO HAS A WAY OF CONVINCING (OR TRICKING) THE PEOPLE OF DUCKBURG INTO JOINING HIS SIDE WITH PROMISES OF FORTUNE AND GLORY THAT HE HAS NO INTENTION OF KEEPING.

## PERSONAL MOTTO:

"TREASURE IS THE GREATEST TREASURE OF ALL.  
THAT'S WHY IT'S CALLED TREASURE."

## LOVES:

MAKING MONEY.

## HATES:

BEING SECOND BEST, MCDUCK!!!!

## PRIZED POSSESSION:

THE ONE GIANT DIAMOND HE MANAGED TO STEAL OUT FROM UNDER MCDUCK. SURE, IT'S TECHNICALLY STILL A LARGE PIECE OF COAL, BUT ONCE HE BURIES THAT BABY IN THE EARTH'S MANTLE AND TECTONIC PLATES PLACE ENOUGH PRESSURE ON IT TO TURN IT INTO A DIAMOND, BOY, WILL SCROOGEY BE STEAMED.

## GREATEST STRENGTHS:

BRANDING, VOLUME, AND AN UNCANNY ABILITY TO APPEAL TO THE LOWEST COMMON DENOMINATOR TO GET WHAT HE WANTS.

## DEEPEST SECRET:

HATES MCDUCK SO MUCH BECAUSE HE SECRETLY WISHES HE WERE MCDUCK. TO THAT END, HIS ACCENT MAY ACTUALLY BE FAKE.

## IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:

WAIT TO SEE WHATEVER MCDUCK'S PLANNING, THEN DO IT BIGGER, FASTER, AND CHEAPER



# DAISY

## Duck

(30s)

**G**LOMGOLD'S UNHEALTHY OBSESSION WITH **SCROOGE** DOESN'T EXACTLY MAKE HIM THE BEST **CEO**. LUCKILY, HE HAS **DAISY DUCK**. **SICK** AND **TIRED** OF ONLY BEING KNOWN AS "**DONALD DUCK'S GIRLFRIEND**," **DAISY** STOPPED WAITING AROUND FOR **DONALD** TO TAKE THE BIG LEAP AND PROPOSE AND FORGED HER OWN IDENTITY AS **GLOMGOLD'S #2**. **DAISY'S** WELL AWARE THAT SHE WAS HIRED PRIMARILY TO GET UNDER **SCROOGE** AND **DONALD'S** SKIN, BUT SHE'S DETERMINED TO USE **GLOMGOLD'S** ARROGANCE TO HER ADVANTAGE. A BRILLIANT FINANCIAL STRATEGIST, **DAISY'S** ATTEMPTS TO PUT UP A COLD, CORPORATE FRONT CAN'T HIDE A HEART OF GOLD (**GLOMGOLD** HAS NO IDEA ABOUT THE SEVERAL CHARITIES HIS COMPANY IS MAKING GENEROUS DONATIONS TO). **DAISY** LOVES NOTHING MORE THAN ANTAGONIZING HAPLESS **DONALD** WITH PLAYFUL SCREWBALL BANTER. EVEN SHE ADMITS THAT THERE MIGHT STILL BE A SPARK THERE...

### PERSONAL MOTTO:

"BE YOUR OWN BOSS. YOU CAN'T BE ANY WORSE THAN YOUR ACTUAL BOSS."

### LOVES:

RUNNING A COMPANY, CHARITY GALAS, HER CORNER OFFICE.

### HATES:

BEING CALLED "MISS," BEING CALLED "MA'AM," THAT DAY ONCE A MONTH WHEN **GLOMGOLD** ACTUALLY PAYS ATTENTION TO WHAT SHE'S DOING WITH HIS MONEY.

### PRIZED POSSESSION:

HER SIGNATURE BOW. DO YOU HAVE ANY IDEA HOW HARD IT IS TO FIND A BOW THAT YOU CAN WEAR BOTH IN THE BOARDROOM AND JUST LOUNGING AROUND THE APARTMENT?

### GREATEST STRENGTHS:

KEEN BUSINESS SAVVY AND A SHARP TONGUE.

### DEEPEST SECRET:

STILL HAS **DONALD** LISTED AS HER EMERGENCY MEDICAL CONTACT.

### IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:

"UM, BY ACTUALLY RUNNING A BETTER BUSINESS? WHAT'S ALL THIS 'FOILING' TALK?"



# MARK BEAKS

(20s)

**T**ECH GENIUS AND THE NEWEST MEMBER OF THE DUCKBURG BILLIONAIRES CLUB (WHICH PREVIOUSLY ONLY HAD TWO MEMBERS). MARK IS AN ARROGANT, ENTITLED "NEW MONEY" BILLIONAIRE WHO NEVER HAD TO WORK A DAY IN HIS LIFE. HE'S CONSTANTLY WORKING SOME COOL, BUZZWORTHY NEW ANGLE TO SHOW THE OLD-TIMERS THAT THEIR DAYS ARE NUMBERED, ALL WHILE ACTING LIKE HE'S THEIR BEST BUD. THE ONLY DUCK SCROOGE AND GLOMGOLD HATE MORE THAN EACH OTHER, MARK PUTS LITTLE THOUGHT INTO THE CONSEQUENCES OF HIS ACTIONS; HIS SCHEMES MAY LAND THE TOWN IN MORE TROUBLE THAN HE BARGAINED FOR.

## PERSONAL MOTTO:

"IF YOU'RE NOT THINKING OUTSIDE THE BOX, YOU'RE DOOMED TO SUFFOCATE INSIDE OF IT. #TRUTHBOMB"

## LOVES:

EMOJIS, BITCOIN, TRENDING, CLICKBAIT, BUZZ.

## HATES:

PAPER MONEY, LIVING IN THE REAL WORLD, SMALL-MINDED PEOPLE WHO CAN'T SEE THAT THEORETICAL PROFITS ARE JUST AS GOOD AS REAL ONES.

## PRIZED POSSESSION:

HIS UNHACKABLE ALGORITHM.

## GREATEST STRENGTHS:

A BRILLIANT TECHNOLOGICAL MIND AND A KNACK FOR BUILDING HYPE.

## DEEPEST SECRET:

HAS NEVER ACTUALLY MET ANY OF HIS TWO MILLION FACEBOOK FRIENDS.

## IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:

DESTABILIZE POPULAR SUPPORT BY POSTING "TOP MONEY BIN BELLY FLOP FAILS" VIRAL VIDEO.



# MA BEAGLE

## AND THE BEAGLE BOYS

**MA BEAGLE (40's)**  
**THE BEAGLE BOYS (TEENS-20's)**

A RUTHLESS HILLBILLY MAFIA HEAD IN THE JUSTIFIED MOLD. MA BEAGLE'S FAMILY OWNED (WELL, STOLE) THE LAND ON WHICH DUCKBURG WAS BUILT, AND SHE'S CONSTANTLY TRYING TO LAY HER CLAIM TO THE TOWN BY TRYING TO TAKE DOWN IT'S MOST PROMINENT RESIDENT, SCROOGE. MA BEAGLE PLAYS THE MATERNAL GUILT CARD TO CONTROL HER MOB COMPRISED OF AN ALMOST ENDLESS AMOUNT OF CHILDREN. THE MASK-WEARING BEAGLE BOYS THAT WE ALL KNOW ARE JUST ONE SUBSECTION OF A MULTI-GANG BEAGLE UNDERGROUND. MA CLAIMS TO TRULY CARE ABOUT ALL OF THEM, BUT SHE REALLY ONLY CARES ABOUT WHAT THEY CAN DO FOR HER. MA IS CRAFTY, METICULOUS, AND UNRELENTING. THE AUTHORITIES HAVE NEVER BEEN ABLE TO PIN HER DOWN THANKS TO HER TOP ATTORNEY SON, LEGAL BEAGLE. ONE DAY, SHE'S GONNA RUN THIS TOWN, AND SHE DOESN'T CARE HOW MANY SONS HAVE TO WIND UP IN JAIL TO DO IT.

### PERSONAL MOTTO:

"FAMILY IS THE MOST IMPORTANT BUSINESS OF ALL."

### LOVES:

DIRTY DEALINGS, A LIFE OF CRIME, EARNING HER MONEY IN THE MOST CROOKED WAY POSSIBLE, BUILDING HER REP.

### HATES:

MACARONI JEWELRY BOXES. SERIOUSLY? ARE ALL HER KIDS GONNA GET HER THE SAME PRESENT EVERY BIRTHDAY?

### PRIZED POSSESSION:

THE FLOWER IN HER HAT WAS A GIFT FROM THE BOYS' FATHER ON THEIR FIRST DATE (OR SO SHE CLAIMS. THAT MAY BE JUST ANOTHER LIE TO CURRY FAVOR WITH HER BOYS).

### GREATEST STRENGTHS:

A MASTER OF MANIPULATION WITH AN IRON GRIP ON DUCKBURG'S UNDERWORLD.

### DEEPEST SECRET:

SOME OF THESE BOYS MAY NOT EXACTLY BE HER FLESH AND BLOOD KIN, PER SE, WHICH COULD THREATEN TO BRING DOWN HER WHOLE ORGANIZATION.

### IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:

AT THIS POINT, THEY WILL ACCEPT LITERALLY ANY MEANS OF SCROOGE'S DEMISE.



# THE BOARD

(50's)

**B**RENDA, **B**RADFORD, AND **B**ENTLEY **B**UZZARD MAKE UP **S**CROOGE'S STUFFY, BACKSTABBING **B**OARD OF **D**IRECTORS, WHO ARE SICK AND TIRED OF THEIR EMPLOYER TAKING UNNECESSARY RISKS WITH THE COMPANY THEY WORK SO HARD TO MAINTAIN. **S**CROOGE HIRED THEM AFTER HIS SEARCH FOR THE MYSTERIOUS **S**PEAR OF **S**ELENE LEFT HIM NEARLY BANKRUPT. THEY HELPED RESTORE HIS COMPANY, BUT ALSO SHUT DOWN ANY OF HIS... "UNORTHODOX" BUSINESS TRIPS. THEY DON'T UNDERSTAND HIS DESIRE TO RUN OFF ADVENTURING ON THE COMPANY DIME. THEY'RE SMALL-MINDED, RISK-AVERSE, AND EAGER TO TAKE CONTROL OF THE COMPANY BEFORE **S**CROOGE BLOWS HIS ENTIRE FORTUNE ON SOME FOOL QUEST FOR THE LOST LAMP OF **C**OLLIE **B**ABA OR WHATEVER. THESE GUYS ARE CONSTANTLY HASSLING **S**CROOGE AND OBSESSED WITH THE BOTTOM LINE, SUCKING THE FUN OUT OF EVERY SITUATION, AND THEY WILL STOOP TO ANYTHING TO TERMINATE THEIR BOSS, ONE WAY OR ANOTHER.

## **PERSONAL MOTTO:**

"Greed is good."

## **LOVES:**

MAKING MONEY.

## **HATES:**

LOSING MONEY.

## **PRIZED POSSESSION:**

MONEY.

## **GREATEST STRENGTHS:**

A COMPLETE LACK OF MORALS AND WILLINGNESS TO STOOP TO ANY DEPTHS TO GAIN CONTROL OF **M**CDUCK ENTERPRISES; A SIZABLE ROLODEX OF **N**'ER-DO-WELLS TO HELP THEM DO IT.

## **DEEPEST SECRET:**

ONCE THEY GET RID OF **S**CROOGE, THEY EACH HAVE A PLAN TO GET RID OF THE OTHER TWO BOARD MEMBERS.

## **IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:**

AT THIS POINT, THEY WILL ACCEPT LITERALLY ANY MEANS OF **S**CROOGE'S DEMISE.





(15)

**D**UCKBURG'S NEWEST RESIDENT, COOL AS ICE LENA HAS BEEN ALL OVER THE WORLD, KNOWS ALL THE BEST BANDS, AND IS COMICALLY INDIFFERENT. NATURALLY, WEBBY IS **OBSESSED** WITH HER. AFTER FAILING OUT OF YET ANOTHER BOARDING SCHOOL, LENA'S LANDED IN DUCKBURG LOOKING TO STIR UP SOME TROUBLE AND BECOME A FULL TIME QUESTIONABLE INFLUENCE ON WEBBY AND THE BOYS. EVEN THOUGH LENA SEEMS ABOVE IT ALL, SHE ACTUALLY COMES TO LIKE ENTHUSIASTIC WEBBY, AND THEIR RELATIONSHIP VACILLATES BETWEEN **BFF** AND **WFE** (**WORST FRIEND EVER**).

DESPITE **SCROOGE'S** MISGIVINGS ABOUT HER, HE ACTUALLY SPARKS TO LENA'S WORLDLY WAYS AND ABILITIES. HE'D PROBABLY BE MORE WORRIED ABOUT LENA IF HE KNEW SHE WAS THE NIECE OF **CLAN MCDUCK'S** MOST FEARED ENEMY: **MAGICA DE SPELL**.

**PERSONAL MOTTO:**

"WHATEVER."

**LOVES:**

RIOT GRRL PUNK, PUSHING PEOPLE'S BUTTONS, DOING PRETTY MUCH WHATEVER SHE WANTS.

**HATES:**

THAT DUMB LOOK ON YOUR FACE.

**PRIZED POSSESSION:**

THE TALISMAN SHE WEARS AROUND HER NECK.

**GREATEST STRENGTHS:** A KNACK FOR KNOWING EXACTLY HOW TO GET UNDER SOMEONE'S SKIN, SOME LIMITED MAGICAL POWERS.

**DEEPEST SECRET:**

SHE'S NOT JUST **MAGICA'S** NIECE. SHE'S SOMETHING... STRANGER...

**M**AGICA HAS SENT HER NIECE TO INFILTRATE **SCROOGE'S** FAMILY, LEARN THEIR SECRETS, AND TEAR THEM APART FROM THE INSIDE. IN EXCHANGE, SHE'S OFFERED LENA UNSPEAKABLE POWER SECOND ONLY TO HER OWN. THIS IS NOT THE HEALTHIEST FAMILY RELATIONSHIP. SHE'S BEEN ON HER OWN FOR SO LONG THAT SHE'S NOT EXACTLY THRILLED TO BE TAKING ORDERS FROM SOME CRAZY OL' WITCH. AND SEEING HOW WELL **SCROOGE'S** WEIRD LITTLE FAMILY GETS ALONG MAY MAKE HER REALIZE HOW MESSED UP HER RELATIONSHIP WITH HER OWN AUNT REALLY IS. OR MAYBE IT'LL MAKE HER EVEN MADDER AND SHE'LL TRY TO CLAIM WHAT **SCROOGE** HAS FOR HERSELF...

**IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:**

"REALLY? YOU'RE GONNA WEAR THAT TOP HAT WITH THAT CRAVAT? NO, NEVERMIND. I'M SURE IT'LL BE FINE. FORGET I SAID ANYTHING..."





# MAGICA

De Spell

(AGELESS, LOOKS 30s)

CLAN McDuck's OLDEST ENEMY AND THE REASON TEN PERCENT OF SCROOGE'S ANNUAL OPERATING BUDGET GOES TOWARDS "MAGICAL DEFENSE". EVER SINCE MAGICA LOST A TEN CENT WAGER TO A McDuck IN THE MIDDLE AGES (MAGICA NEVER LOSES), SHE SWORE TO HARNESS WHAT SHE BELIEVED WAS THE "LUCK O' McDuck" IN ORDER TO CONQUER THE WORLD. SCROOGE FINALLY MANAGED TO TRAP MAGICA, WHO HAS SPENT YEARS PLOTTING HER ESCAPE AND ULTIMATE REVENGE.

BITTER, VENGEFUL, AND GLEEFULLY MALEVOLENT, BEING LOCKED AWAY ALL THESE YEARS HAS DRIVEN MAGICA A LITTLE LOOPY (DON'T CALL HER INSANE!) NOW SHE'S OUT TO SHOW SCROOGE WHAT TRUE POWER REALLY IS. ONCE SCROOGE'S NEPHEWS PULL HIM BACK OUT INTO THE WORLD, MAGICA SEES THE PERFECT OPPORTUNITY TO HAVE LENA INFILTRATE HIS LITTLE FAMILY, SECURE HER RELEASE, AND HELP HER FINALLY END THE LINE OF CLAN McDuck. ALL SHE NEEDS IS A SACRIFICE: THE THING SCROOGE LOVES MOST IN THE WORLD.

## PERSONAL MOTTO:

"REVENGE IS A DISH BEST SERVED COLD. THOUGH SETTING SCROOGE ON FIRE COULD BE FUN TOO. AAARGH, SO MANY CHOICES!"

## LOVES:

CHAOS, PAIN, MISERY, DESPAIR, CREAMY PEANUT BUTTER.

## HATES:

ANYTHING GOOD, PURE, AND DECENT. CHUNKY PEANUT BUTTER ("WHY AM I PAYING JUST AS MUCH WHEN YOU DIDN'T EVEN MASH IT ALL THE WAY?!?")

## PRIZED POSSESSION:

HER MAGIC POWERS AND UNBELIEVABLE GOOD LOOKS FOR A DUCK OF HER AGE.

## DEEPEST SECRET:

SHE'S MAYBE NOT AS IN CONTROL OF HER MAGIC AS SHE'D LIKE PEOPLE TO BELIEVE.

## GREATEST STRENGTHS:

A DEMENTED MIND WITH UNSTOPPABLE COSMIC POWER IS NOTHING TO TRIFLE WITH.

## IDEAL SCHEME TO FOIL SCROOGE AND HIS ACCURSED FAMILY:

STRIP SCROOGE'S SOUL BARE, TAKE EVERYTHING FROM HIM...HIS FORTUNE, HIS FAMILY, HIS VERY NAME, UNTIL HE IS LEFT WITH NOTHING BUT SHADOWS AND REGRET. WHEN SCROOGE CRIES OUT IN HIS DREAMS, IT IS MAGICA THAT HE SEES! AND DO THE WHOLE THING WHILE GENTLY FLICKING HIM IN THE BACK OF THE NECK. THAT'LL REALLY ANNOY HIM!



# HERE IN DUCKBURG: THE WORLD

PART. I

AS WITH THE CHARACTERS AND ADVENTURES, OUR GOAL IS TO MAKE THE WORLD OF DUCKTALES COMICALLY UNIQUE WHILE STILL FEELING LIVED-IN AND STEEPED IN HISTORY. FOR PRODUCTION PURPOSES (AND TO HELP GROW THE WORLD OF THE SHOW), ABOUT 40% OF THE EPISODES WILL BE "GLOBE-TROTTING ADVENTURES" WHILE THE REMAINING 60% WILL BE "DUCKBURG ADVENTURES".

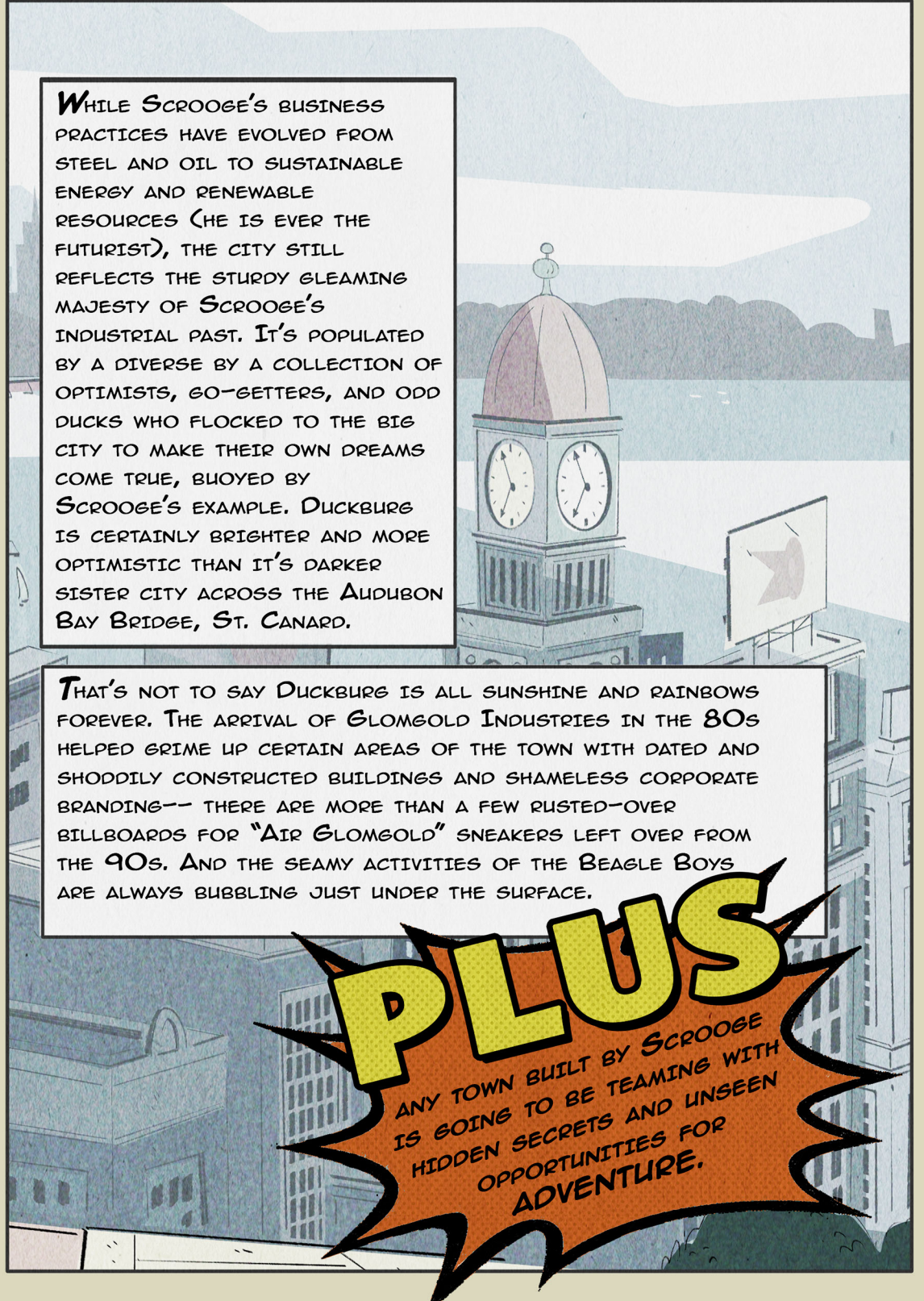
## DUCKBURG



A VIBRANT, LIVING CITY POPULATED WITH UNIQUE CHARACTERS IN THE VEIN OF SPRINGFIELD AND GRAVITY FALLS. IN A NOD TO BARKS/ROSA, OUR VERSION OF DUCKBURG STARTED AS AN OUTPOST NAMED FT. DRAKE BOROUGH. IT WAS SUBSEQUENTLY INVADDED BY THE VILLAINOUS BEAGLE FAMILY AND TURNED INTO BEAGLEBURG, A NO-GOOD HIVE OF SCUM AND VILLAINY. THAT ALL TURNED AROUND WHEN SCROOGE McDUCK BOUGHT THE TOWN IN THE LATE 1800S (AGAIN, HE'S BEEN AROUND A LOOONG TIME), AND HELPED TURN IT INTO THE VIBRANT METROPOLIS THAT IT IS TODAY. THE "SALE" OF BEAGLEBURG REMAINS A BONE OF CONTENTION BETWEEN MA BEAGLE AND SCROOGE TO THIS DAY.

IN THIS WAY, THE TOWN WAS BUILT ON A FOUNDATION OF McDuck ENTERPRISES, AND SCROOGE'S COMPANIES REMAIN THE NUMBER ONE EMPLOYER IN TOWN. THE TOWN IS CONSTANTLY TRYING TO BUILD A STATUE IN SCROOGE'S HONOR, BUT SCROOGE CONSIDERS IT A WASTE OF MONEY AND RESOURCES.



The background of the page is a stylized illustration of a cityscape. In the center, there is a prominent clock tower with a red dome and two clock faces. To the right of the clock tower, there is a billboard with a red arrow pointing to the right. The city is set against a backdrop of blue mountains and a light blue sky. The overall style is reminiscent of a comic book or a children's magazine.

WHILE SCROOGE'S BUSINESS PRACTICES HAVE EVOLVED FROM STEEL AND OIL TO SUSTAINABLE ENERGY AND RENEWABLE RESOURCES (HE IS EVER THE FUTURIST), THE CITY STILL REFLECTS THE STURDY GLEAMING MAJESTY OF SCROOGE'S INDUSTRIAL PAST. IT'S POPULATED BY A DIVERSE BY A COLLECTION OF OPTIMISTS, GO-GETTERS, AND ODD DUCKS WHO FLOCKED TO THE BIG CITY TO MAKE THEIR OWN DREAMS COME TRUE, BUOYED BY SCROOGE'S EXAMPLE. DUCKBURG IS CERTAINLY BRIGHTER AND MORE OPTIMISTIC THAN IT'S DARKER SISTER CITY ACROSS THE AUDUBON BAY BRIDGE, ST. CANARD.

THAT'S NOT TO SAY DUCKBURG IS ALL SUNSHINE AND RAINBOWS FOREVER. THE ARRIVAL OF GLOMGOLD INDUSTRIES IN THE 80s HELPED GRIME UP CERTAIN AREAS OF THE TOWN WITH DATED AND SHODDILY CONSTRUCTED BUILDINGS AND SHAMELESS CORPORATE BRANDING-- THERE ARE MORE THAN A FEW RUSTED-OVER BILLBOARDS FOR "AIR GLOMGOLD" SNEAKERS LEFT OVER FROM THE 90s. AND THE SEAMY ACTIVITIES OF THE BEAGLE BOYS ARE ALWAYS BUBBLING JUST UNDER THE SURFACE.

**PLUS**

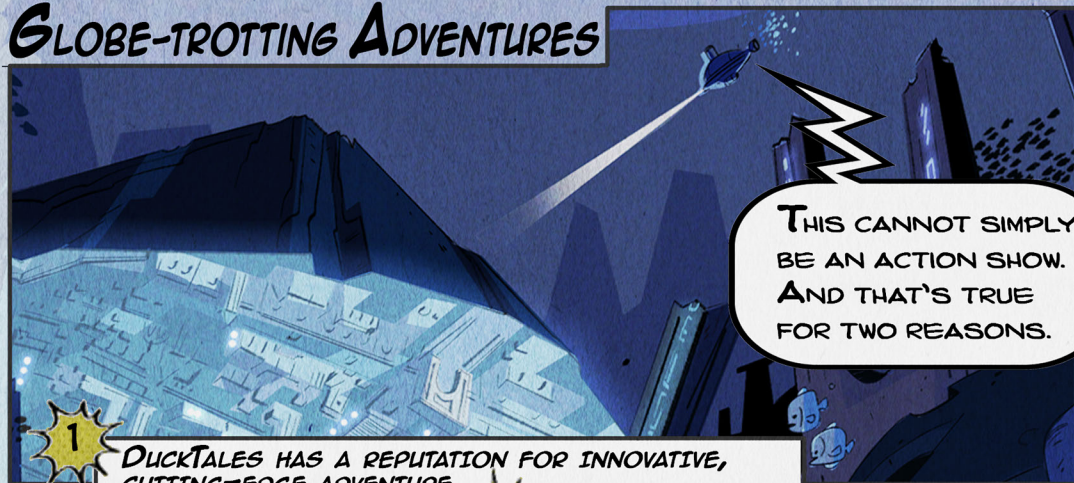
ANY TOWN BUILT BY SCROOGE IS GOING TO BE TEAMING WITH HIDDEN SECRETS AND UNSEEN OPPORTUNITIES FOR ADVENTURE.



# HERE IN DUCKBURG: THE WORLD

PART. 2

## GLOBE-TROTTING ADVENTURES



1

DUCKTALES HAS A REPUTATION FOR INNOVATIVE, CUTTING-EDGE ADVENTURE.

2

IT'S A COMEDY ABOUT A BUNCH OF CRAZY CARTOON DUCKS.

WE HAVE TO BE MORE COMEDIC,

SUBVERSIVE, AND UNCONVENTIONAL THAN OUR LIVE-ACTION CINEMATIC BRETHREN, BECAUSE WE'RE SIMPLY NOT GOING TO BEAT THEM IN TERMS OF SPECTACLE.

EVERYBODY'S SEEN THE AZTEC TEMPLE EPISODE, THE UNDERWATER TREASURE HUNT EPISODE, THE EGYPTIAN PYRAMID EPISODE. WE HAVE A STRICT "NO MINECART CHASE" POLICY HERE ON DUCKTALES. IT MAY BE GOOD FOR THE GOOSE AND GOOD FOR THE GANDER, BUT IT'S NOT GOOD ENOUGH FOR THE DUCKS.

THE CHARACTERS' ACTIONS AND DESIRES ARE WHAT WILL DRIVE EACH AND EVERY STORY. WE WILL PLAY WITH CONVENTIONAL COMEDIC SCENARIOS AND SEE HOW THEY LEAD TO BIGGER COMPLICATIONS, WHICH IN TURN WILL DRIVE OUR CHARACTERS TO ADVENTURE-ORIENTED SOLUTIONS. WE WILL SIMULTANEOUSLY SUBVERT ENSEMBLE CHARACTER COMEDIES BY INSERTING ADVENTURE-BASED RESOLUTIONS WHILE ALSO SUBVERTING ACTION/ADVENTURE SHOWS BY ROOTING THE CONFLICTS IN CHARACTER AND COMEDY.

THAT IS NOT TO SAY WE WON'T TOUCH ON SOME OF THESE OLD ADVENTURE CHESTNUTS. BUT WE'LL ACHIEVE THAT UNIQUENESS IN THE CLASSIC PIXAR MOLD: GROUNDING THOSE SET PIECES IN COMEDIC CHARACTER INTERACTIONS.



A stylized illustration of a jungle scene. In the upper left, a stone mask with a feather on top is visible. In the center, a monkey with a surprised expression is shown. In the lower left, a submarine is partially visible. The background features dark, jagged tree silhouettes and various tropical plants. The overall style is hand-drawn and textured.

# **EACH AND EVERY ADVENTURE MUST BE GROUNDED IN CHARACTER.**

WHY DO A CAR CHASE WHEN YOU  
CAN DO A VELOCIPEDE CHASE  
OVER THE ROOFTOPS OF PARIS  
WITH GYRO CONSTANTLY  
TINKERING WITH THE VELOCIPEDE  
DESIGN?

WHY DO AN AERIAL DOGFIGHT  
BETWEEN ENEMIES WHEN IT  
COULD BE BETWEEN LAUNCHPAD  
AND AN EX-GIRLFRIEND WHO  
HATED HIM FOR ALWAYS  
PUTTING THE MILK CONTAINER  
BACK EMPTY?

WHY DO THE STANDARD SUBMARINE  
SEARCH FOR ATLANTIS WHEN YOU  
CAN TURN IT INTO A TENSE FAMILY  
ROAD TRIP?

## **WE BELIEVE THAT IF WE CAN MAKE OUR CHARACTERS UNIQUE ENOUGH, THEN THE ADVENTURES THEY FIND THEMSELVES HAVE TO MATCH THAT LEVEL OF SPECIFICITY.**



# EVERYDAY WE'RE OUT THERE MAKING DUCKTALES: HOW THE EPISODES/SEASONS WORK

BECAUSE WE'RE APPROACHING THE SHOW AS  
***AN ENSEMBLE FAMILY COMEDY,***

THE PLAN IS TO ADOPT A SIMILAR STRUCTURE. ALL EPISODES WILL HAVE AT LEAST AN A-STORY AND A B-STORY, WITH AN OPTION FOR A VERY SMALL C-STORY RUNNER. THIS WILL TYPICALLY (THOUGH NOT EXCLUSIVELY) BREAK DOWN AS FOLLOWS.

A: CHARACTER-DRIVEN ADVENTURE STORY

B: INTERPERSONAL CONFLICT STORY

C: VISUALLY-DRIVEN GAG STORY

IDEALLY, EACH STORY'S RESOLUTION WILL TIE INTO EACH OTHER IN FUN AND INTERESTING WAYS TO PROVIDE FOR A SATISFYING AND COHESIVE EPISODE.

OUR SIZABLE ENSEMBLE LENDS ITSELF WELL TO THIS STRUCTURE. NOT EVERY EPISODE WILL CONTAIN ALL OF OUR MAINS. SPLITTING UP THE EPISODES HELPS CARRY THE STORY FORWARD WHILE ALLOWING US TO FIND INTERESTING GROUPINGS OF CHARACTERS. WHAT DOES A GLOMGOLD/LOUIE STORY LOOK LIKE? HOW ABOUT A LENA/SCROOGE STORY? OR A LAUNCHPAD/BEAKLEY STORY? IN THE END, THIS STRUCTURE IS GOING TO HELP US CREATE A UNIQUE, COHESIVE WORLD.



# CONTAINED SERIALIZATION

IN TERMS OF SERIALIZATION, THE ORIGINAL SERIES STOOD OUT PARTIALLY BECAUSE OF ITS MULTI-EPISODE ARCS MIXED WITH EXCITING STAND-ALONE ADVENTURES. WHILE WE HAVE ABSOLUTELY NO INTEREST IN BEING AS HYPER-SERIALIZED AS "GRAVITY FALLS," IN THE LANDSCAPE OF MODERN ANIMATED 22s, YOU SIMPLY HAVE TO OFFER SOME HINTS OF A LARGER STORY. IT ALSO FEELS APPROPRIATE GIVEN THE LEGACY OF OUR SHOW, WITH ITS DEEP HISTORY AND ITS FOCUS ON A GENERATIONS-OLD FAMILY, WITH THE KIDS CONSTANTLY TRYING TO DISCOVER MORE ABOUT THEIR FAMILY'S PASTS. HECK, "MIGHT SOLVE A MYSTERY OR REWRITE HISTORY" IS RIGHT THERE IN THE THEME SONG.

WHAT WE'RE PROPOSING IS A FORM OF CONTAINED SERIALIZATION. THE SEASON WILL CONTAIN A FEW TENTPOLE EPISODES THAT WILL ADDRESS LARGER STORY ARCS THAT MAY OR MAY NOT AFFECT THE STATUS QUO IN MINOR WAYS. IN BETWEEN THOSE TENTPOLES, EACH EPISODE WILL FEATURE A SELF-CONTAINED ADVENTURE THAT HELPS DEEPEN OUR UNDERSTANDING OF THE CHARACTERS AND THE WORLD.

NO MATTER WHAT, EVERY SINGLE EPISODE WILL CONTAIN ALL THE INFORMATION NECESSARY TO ENJOY IT AS A STAND-ALONE CARTOON. IN THIS WAY WE CAN CONTINUE TO APPEAL TO THE CASUAL VIEWER WHILE REWARDING THE DIE-HARD FANS.

## FOR SEASON 1 THE MAJOR MYSTERIES PLANNED ARE:

- THE FALLING OUT: WHAT CAUSED THE FALLING OUT BETWEEN SCROOGE AND DONALD/WHAT HAPPENED TO DELLA?
- MAGICA'S GAMBIT: USING VARIOUS TRAPS AND AGENTS (INCLUDING LENA) TO INFILTRATE THE FAMILY AND TAKE SCROOGE DOWN FROM THE INSIDE.



# REWRITING HISTORY: AN EVOLVING LEGACY

WE ARE ACUTELY AWARE OF THE ENORMITY OF THE RESPONSIBILITY WE'RE TAKING ON HERE. WE'RE BUILDING A SHOW ON THE SHOULDERS OF GIANTS, FROM DISNEY TO BARKS TO ROSA TO THE ORIGINAL SERIES, AND WE WILL NEVER TAKE THAT LEGACY LIGHTLY. AT THE SAME TIME, WE HAVE TO FIND NEW AND EXCITING WAYS TO EVOLVE THAT LEGACY AND MAKE IT ACCESSIBLE, RELATABLE, AND EXCITING TO TODAY'S KIDS.

IN A WAY, WE'RE ATTEMPTING TO DO WHAT EACH OF OUR PREDECESSORS DID BY TAKING EVERYTHING THAT EXISTED BEFORE AND EVOLVING IT INTO A NEW CONTEXT. CARL BARKS TOOK WALT'S FUNNY DUCK CHARACTERS AND GAVE THEM NEW CONTEXT AS ADVENTURERS AND ESTABLISHED THEIR RELATIONSHIPS, PUTTING THEM INTO LARGER NARRATIVE SCENARIOS. DON ROSA TOOK BARKS' COMICS AND DEEPENED THE CHARACTERS WHILE BUILDING SOLIDIFYING THE MYTHOLOGY SURROUNDING THEM. THE ORIGINAL SHOW ADAPTED THAT TAKE TO A TELEVISION FORMAT WITH A FOCUS ON FAMILY DYNAMICS AND HALF-HOUR, RIP-ROARING ADVENTURE STORIES.



THEY'VE ALL ALLOWED US TO DELVE EVEN FURTHER IN ON ALL FRONTS AND CONTEXTUALIZE THE CHARACTERS EVEN FURTHER TO MAKE THEM GROUNDED AND RELATABLE WHILE MAINTAINING THEIR ICONIC STATUS. ONE WAY WE'RE TACKLING THAT CHALLENGE IS BY FINDING RELATABLE EXPLANATIONS AND PRACTICAL USES FOR THE TRAITS EVERYONE KNOWS ABOUT THESE CHARACTERS. DONALD IS KNOWN FOR HIS LEGENDARY TEMPER, SO WE TREAT IT AS AN ADVENTURE FRIENDLY BERSERKER BARRAGE THAT ALLOWS HIM TO FIGHT HIS WAY OUT OF ANY SITUATION IF HE GETS MAD ENOUGH. EVERYONE KNOWS HUEY, DEWEY, AND LOUIE ARE TROUBLEMAKERS, SO WE ARGUE THAT THEY'RE ACTING OUT AGAINST "HELICOPTER PARENT" DONALD. SCROOGE IS FAMOUS FOR SWIMMING IN HIS MONEY BIN, BUT DID YOU KNOW HE'S ABLE TO DO THAT BECAUSE HE TASKED HIS R & D DEPARTMENT TO CHEMICALLY MAKE THE MONEY SOFTER, ALLOWING FOR EASE OF TRANSPORT AND STORAGE AND SAVING THE COMPANY BILLIONS OF DOLLARS A YEAR? ANOTHER BRILLIANT INNOVATION FROM MCDUCK ENTERPRISES!

WE'RE USING ALL THIS ICONOGRAPHY AS A TEMPLATE TO MAKE SOMETHING NEW, EXCITING, AND DIFFERENT, ACKNOWLEDGING LEGACY WHILE ALLOWING THE SHOW TO FORGE ITS OWN IDENTITY. BECAUSE, THIS IS A SHOW IS ABOUT LEARNING FROM THE PAST WHILE EMBRACING THE PRESENT AND TAKING A CHANCE. IT'S ABOUT TRUSTING EACH OTHER TO TAKE A LEAP OF FAITH INTO THE WILD, TERRIFYING, DANGEROUS, WEIRD, WONDERFUL WORLD OF ADVENTURE.

**IT'S ABOUT DUCKTALES**  
**WOO-OO.**



# NOT PONY TALES OR COTTON TALES...

## WHAT IT IS

## WHAT IT'S NOT

UNIQUE COMEDY ADVENTURE

GENERIC ACTION CARTOON

CHARACTER DRIVEN HUMOR

RANDOM NON-SEQUITURS

CINEMATIC

SITCOM-Y

SUBVERTING TROPES

PARODY

AN ENSEMBLE COMEDY FROM  
THE KIDS' POINT OF VIEW

A STORY OF AN OLD MAN WHO  
LOVES FINDING MONEY

ABOUT A REAL FAMILY

ABOUT A STEREOTYPICAL FAMILY

SINCERE

SACCHRINE

OPTIMISTIC

MEAN-SPIRITED

TIMELESS

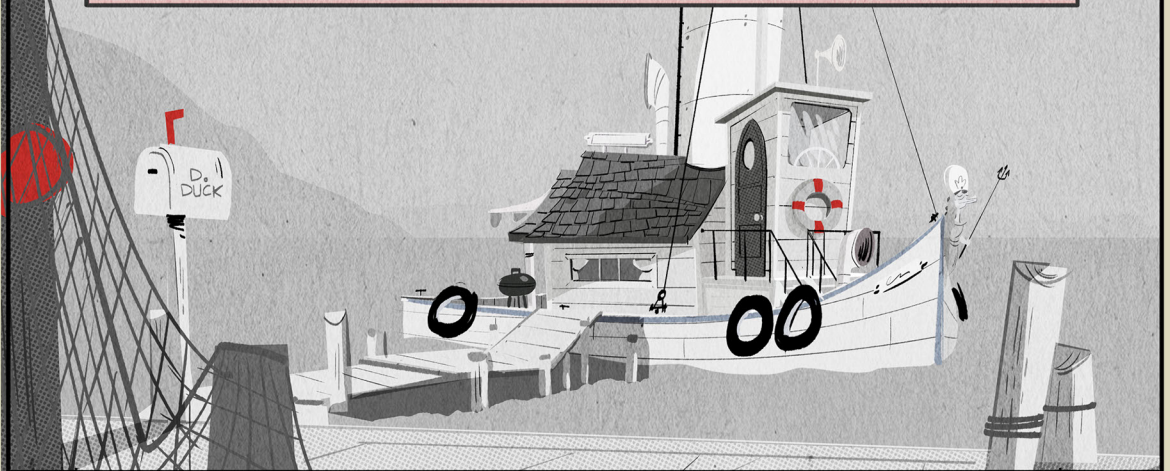
DRIVEN BY POP-CULTURE

CONTEMPORARY STORYTELLING

HYPER-SERIALIZED

REVERENTIAL OF LEGACY

OLD-FASHIONED





# WE RAN OUT OF THEME SONG LYRICS: SUGGESTED READING/VIEWING

- DUCKTALES: THE ORIGINAL SERIES (DUH.)
- DONALD DUCK/UNCLE SCROOGE COMICS BY CARL BARKS
- UNCLE SCROOGE COMICS BY DON ROSA  
(EMPHASIS ON "THE LIFE AND TIMES OF SCROOGE McDuck")
- THE INCREDIBLES
- Up
- ANYTHING ELSE PIXAR, OBVIOUSLY
- "MODERN FAMILY"
- "ARRESTED DEVELOPMENT"
- "30 Rock"
- THE INDIANA JONES TRILOGY (WE ONLY ACKNOWLEDGE THE  
EXISTENCE OF THREE FILMS. EMPHASIS ON LAST CRUSADE.)
- THE FILMS OF EDGAR WRIGHT
- "THE ADVENTURES OF TINTIN" BY HERGE
- WILLY WONKA AND THE CHOCOLATE FACTORY